

SEVEN DAYS
PRINTERS' INK

Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS
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ATLANTIC
Rayolight
OIL

FEB 24 1919

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Aladdin Outdone

From remote antiquity comes the far-famed fable of the lad of Tartary, who fell into possession of the magician's lamp, only to lose it through the stratagem of its owner who went about the streets offering "new lamps for old."

Lamp improvement lagged from those days until comparatively recent years. The "gravey boat" lamp with a twisted rag wick smoked much, shone dimly and "smelled to heaven." There were gradual changes in workmanship and style but little gain in effectiveness of illumination—little progress in overcoming the malodorous drawback.

It remained for American initiative and enterprise to furnish for our own people and those overseas "new lamps for old"—the Rayo Lamp. Rayolight Oil made the Rayo Lamp possible.

The "Rayo" beam penetrates into the uttermost parts of the Americas and shines in millions of homes in foreign lands.

A not-inconsiderable part of Atlantic advertising activities is that which Advertising Headquarters has been privileged to prepare on Rayolight Oil and Rayo Lamps.

N. W. AYER & SON

ADVERTISING HEADQUARTERS

PHILADELPHIA

NEW YORK

BOSTON

CLEVELAND

CHICAGO



Thirty-four Cities in One

Pittsburg	579,090	Spokane	150,323
Providence	254,960	Bridgeport, Conn.	121,579
Kansas City, Mo.	297,847	Oakland, Cal.	198,004
Indianapolis	271,708	Louisville	238,910
Rochester	256,417	Portland, Ore.	295,443
Milwaukee	436,535	Tacoma	112,770
Duluth	94,495	Schenectady	99,519
Minneapolis	363,454	Youngstown, Ohio	108,385
Augusta	50,245	Houston, Tex.	112,307
Toledo	191,554	Nashville, Tenn.	117,067
Dayton	127,224	Denver, Col.	260,809
Lexington, Ky.	41,097	Savannah	68,806
Mobile, Ala.	58,221	Holyoke, Mass.	65,286
Terre Haute, Ind.	66,083	Cambridge	112,981
Jacksonville	76,183	Roanoke, Va.	43,284
Charlottesville	29,941	Peoria, Ill.	71,438
Salt Lake City	117,399	Butte, Mont.	43,415

Greater New York, 5,737,492 people The 34 cities, 5,532,409

Greater New York contains within a radius of 15 miles a prosperous buying public equal to the combined population of 34 prominent cities. Consider the many advantages of concentrating your selling efforts on this rich territory. Your salesmen travel by 5c fare, and reach more distributing outlets in one day than they can in a week of "pullman jumps" between cities.

Interborough Subway and Elevated Car Cards and Posters actually reach more people for less money than any other medium—2,278,000 cash fare passengers daily

ARTEMAS WARD

Trading as Ward & Gow

50 Union Square

New York

FEB 24 1919

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PRINTERS' INK

Registered U. S. Patent Office

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VOL. CVI

NEW YORK, FEBRUARY 20, 1919

No. 8

How to Talk to Plain Folks

Do "Country People" Require Different Advertising from Those in Cities?

By J. R. Sprague

IF you were trying to sell something to a person who lived on a farm, would you use a different kind of a sales talk from the one you use on a city person? If so, why?

If you were advertising an article in both high-brow magazines and farm publications, would you use different copy?

Many advertisers evidently believe this to be necessary. The writer recently picked up two magazines which seem to be typical of this tendency. Each of these magazines carried a full page advertisement of a talking machine. In the high-brow publication the advertisement consisted of an illustration of a beautiful room with the talking machine set in the centre. The family was evidently out at a picture show or somewhere, because no human being was shown in the illustration. There were possibly forty words of descriptive matter. The advertisement was thoroughly artistic and dignified. "Elegantly expressed," would about describe it.

In the farm magazine advertisement there was an entirely different atmosphere. The talking machine, of course, was illustrated prominently, but with a background of real human interest. Two elderly married people sat holding hands and looking quietly happy. Two young couples were dancing. A child and a dog sat chummily together on the floor.

There were probably 1,000

words of descriptive matter, including a lecture which started out with the statement that real happiness is to be found only in a real home, and ended up by proving that real homes always have music in them. It was written in high class, first reader style. A punch in every line.

It may be assumed that both of these advertisements were effective and brought business from the people they were aimed at. But why should it be necessary to talk differently to city and country people in order to sell merchandise?

And that brings up another question, which is this: How small a place must a person live in to make it necessary to use a different sales talk on him?

The writer has recently made it his business to ask a great many people who travel about considerably, what population a town should have before it can truly consider itself a city. The replies have been varied. One man stated that it is not a matter of population at all, but of more subtle things. According to this authority, a town is not a city until it has a rubberneck wagon for tourists, a hotel where guests may be paged, and gates in the railroad station to keep the people off the train tracks.

But as to the matter of actual population, most traveled people agree that in general terms 50,000 is the dividing line between city and town. However, this is subject to amendment. It would be un-

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fair to compare an eastern town with a western one of the same population. Batavia, N. Y., and Boise, Ida., are about the same size, according to the census. Batavia is halfway between Buffalo and Rochester, with fifty trains a day running to those cities, which makes it temptingly easy for the home folks to spend their money with the big city merchants.

But Boise is the largest town for hundreds of miles around. A territory half as large as New York State looks to Boise as its trading centre.

Batavia with 20,000 population is a village. Boise with 20,000 population is a metropolis. Now the question is, if you change your advertising copy according to the population of the community, wouldn't you make any allowance for locality?

These are perhaps extreme cases. But almost any place of 50,000 which is not handicapped by too close proximity to a large city, is a good deal of a metropolis. There are office buildings with high powered elevators; the drug stores have tile floors; there is a league baseball team; people live in apartment houses; the evening meal is called dinner instead of supper.

El Paso, Tex., is just as much of a centre to Arizona and New Mexico people as Boston is to New Englanders. In such a place certain lines of business can exist which could not make a living in eastern cities of much larger size. For instance, in the East it takes a pretty good-sized city to support a photo engraving plant. In one western town of 30,000, which occurs to the writer, there are two engraving plants, both doing well. Another small western city supports a factory which turns out the most expensive kind of platinum and diamond jewelry, sold entirely in its trade territory. Dallas, Tex., population 92,000 (about the same as Lynn, Mass.), regularly goes after national conventions, runs trade excursions into territory for hundreds of miles around, and

pulls off big league stuff generally.

All this would seem to show that if a man wishes to talk in a different way to city and country people he must use a great deal of judgment. For people resent being talked down to. Recently an office seeker of the writer's acquaintance made a noon-hour talk to a lot of railroad men. He was not naturally a hail-fellow-well-met-sort of person, but had an idea the occasion demanded that he should act like one. His speech was full of rough but kindly phrases. He carefully violated some rules of grammar. He even got off a couple of humorously indecent stories.

Altogether it was rather an ungodly exhibition. And the railroad men were about the maddest lot of constituents ever seen. A freight engineer said to the writer as we came away, "The man's a fool. We all know he used to be a college professor and that he doesn't talk that way naturally. I guess the speech cost him about fifty votes."

AUTOMOBILES LESSEN THE DISTANCE TO TOWN

It is not a new thing to say that telephones and automobiles have carried the city into the country. The writer lived on a farm when a boy, which was a great many years ago. The farm was exactly two miles from town, but a boy so situated was given distinctly to understand by the more fortunate village youth that he was a Rube. Social position was unattainable to a boy who sometimes had to drive to town in a lumber wagon. Happily, the team were respectable horses. Had they been mules the situation were sad indeed.

In those days the family which lived ten miles from town was pretty well out of the world. Going to town was something of an event. The horse which was selected to make the twenty-mile journey would be rested up the day before, and given a six-quart oat ration instead of the regular four quarts. In town the



Twenty Chinese orphanages

In 1902 the readers of *The Christian Herald* took over some 2000 orphans in China. Today twenty orphanages are supported by the readers of the magazine.

The Christian Herald

GRAHAM PATTERSON, *Publisher*

BIBLE HOUSE, NEW YORK CITY

family had to mobilize at the hardware store early so as to make the long trip back in time to do the chores before dark.

But now the farmer living ten miles out can run to town for a plow point or a scythe blade and get back so quickly that the unfortunate hired man is caught red-handed sleeping beside his work in the back lot. A woman of the writer's acquaintance, living fourteen miles from the city, is president of the Woman's Club and runs in to committee meetings or executive sessions almost as easily as though she lived within the city limits. Another woman who lives twelve miles from town and that town having less than 1,500 inhabitants, regularly writes and sells moving picture scenarios.

The Rube is no more. At least, there are just as many of him in the towns as in the country. One of the features that used to distinguish life in the cities from that in the small towns, was amusements. The small town of course always had its opera house or academy of music and entertained a few ten-twenty-thirty shows every season, but it was pretty crude stuff. The cities of the 50,000 class and upward, however, had real shows. Most of the Broadway successes would be seen during a season, often put out with cheap companies, of course, but still it was like going to a real theatre.

But now there are no small-town repertoire companies, and almost no high class dramatic road companies. Six years ago, in the writer's home city of 100,000 two dramatic houses were open practically every night during the season, playing to profitable business. Now the occasional dramatic company which comes to town gets a couple of nights' time at a vaudeville theatre or one of the larger picture houses.

Moving pictures are the dominant amusement in big cities and little villages alike. And right there, perhaps, lies the principal reason why the country peo-

ple have grown so much more like city people. Ten years ago the country girl visiting in the city felt out of it when people talked about James K. Hackett, John Drew or Lulu Glaser. But now she is just as much up-to-date as anyone when it comes to discussing Mae Marsh, Norma Talmadge, Douglas Fairbanks or "Hearts of the World."

When it comes to style in personal dress, the city and country have moved very close to each other. Narrow skirts and Tam O'Shanter hats are just as popular in Decatur, Mich., as in Philadelphia, Pa. Everywhere women's long coats are decorated with near fur.

Recently the writer happened to be in a Texas town of less than 4,000, and had occasion to go into the leading jewelry establishment. It was not an impressive-looking enterprise, being located on one side of a drug store. The entire stock was contained in two eight-foot counter cases and a wall cabinet and the merchandise was not crowded at that. There was a repair bench in the front window, from which the proprietor directed his activities. He was his own repair man, salesman, bookkeeper, and advertising manager. On this particular day he was washing the front show window. In an establishment of this sort, catering entirely to small-town and country trade, one would expect to find good heavy double-cased men's watches, silver plated cake baskets with colored glass linings, and the substantial wide gold wedding rings such as mother used to wear.

SMALLEST TOWNS SELL MODERN GOODS

Not so. The jeweler's watch stock consisted of exactly eleven timepieces, of which four were thin model open face men's watches, and the rest small size ladies' wrist watches. All the gold wedding rings were the narrowest sort obtainable, and there was even one platinum wedding ring, proudly displayed in a lit-

(Continued on page 141)

EDISON HITS THE RIGHT NOTE

On his 72d birthday the "Wizard" makes another discovery more important than any previous invention

"I think the most prudent thing a business man can do is to go ahead"

Read This Extract from an Interview with Mr. Edison

"PUBLIC officials everywhere should resume making permanent improvements and business men should go ahead promptly about their respective business," said Mr. Edison. "The buying public is hungry for goods of all kinds. I notice that Mr. Shedd, of Marshall Field & Co., says December and January were the two biggest months in the history of the retail dry-goods business. The purchasing power of the people is enormous and they have absolute faith in the future. The only danger is the business man who thinks he is long-headed and hangs back when he ought to go ahead. There is such a thing as being too shrewd and too close a bargainer.

"In Wall Street the man who tries to buy at the lowest point

and sell at the highest usually gets left. It is the same way in business. Readjustments in prices are already in progress, but the man who lets his business run down at the heel waiting for prices to reach their lowest level is likely to lose a great deal more than he gains; and even if he should happen to strike it lucky and make a little higher profit, Uncle Sam will take part of this extra profit in taxes, so the percentage is pretty heavy against the business man who lets his business stagnate in order to gamble on lower prices.

"I believe in business prudence, but right now I think the most prudent thing a business man can do is to go ahead. He should not be afraid to go after orders and buy the materials that he needs to fill them."

Keep the wheels of business going at full tilt and market the increased product through advertising.

The answer to all reconstruction and industrial problems is work for all at top price for top speed.

The New York Globe

JASON ROGERS, Publisher

MEMBER
A. B. C.

NOW
150,000

Industry	Year	Number of Establish- ments	Value of Product
Men's Clothing	{ 1869	7858	\$148,660,000
	{ 1914	4830	458,211,000
Carpets and Rugs.....	{ 1869	215	21,762,000
	{ 1914	97	69,128,000
Automobiles	{ 1904	121	26,645,000
	{ 1914	300(†)	503,230,000
Agricultural Implements	{ 1869	2076	52,067,000
	{ 1914	601	164,087,000
Boots and Shoes.....	{ 1879	1959	166,050,000
	{ 1914	1355	501,760,000
Soap	{ 1904	436	68,275,000
	{ 1914	371	127,942,000
Tobacco— Cigars and Cigarettes	{ 1869	4631	33,374,000
	{ 1914	13,515	314,884,000
Roofing Materials.....	{ 1869	198	3,257,000
	{ 1914	170	27,978,000
Watches	{ 1869	37	2,819,000
	{ 1914	15	14,275,000

37 Companies in 1869 15 Companies in 1914

Volume in 1869 - \$2,819,000

Volume in 1914 - \$14,275,000

In 1869 there were 37 manufacturers of watches in the United States—in 1914 there were 15. Yet these 15 were doing five times the business of the 37.

In a growing country like the United States, expansion has not been a matter of choice. It has been compulsory. Not to expand has meant not to be able to compete. The small manufacturer is unable to take advantage either of the economies

These figures are from the Census of Manufacturers published by the United States Department of Commerce.

(†) An increase, but with 12 companies doing 87% of the business.

of large scale production, or of large scale selling.

A survey of other industries shows the same result—fewer and fewer companies dominating a constantly growing market.

The problem of today is the problem of *selling*—selling all that you can produce.

Many manufacturers will compete for the world's markets. Which ones will survive and prosper?

Are you fully prepared?

The study which the J. Walter Thompson Company has made of the problems of *large scale selling*, and its experience in co-operating with many of the largest* manufacturing organizations in the United States on this problem, should be of value to you in meeting the after-the-war conditions.

Our nearest office will be glad to discuss this problem with you.

*Of J. Walter Thompson clients, seventeen are the largest in their industries.



J WALTER THOMPSON COMPANY

New York

Chicago • Boston • Detroit • Cincinnati

Pilgrims Planning Real Campaign for New Breakfast Food

An "Advertising Agency" Selected from Membership—Producer Will Follow Plans Laid Down

ADVERTISING clubs are often put to it to interest their older members in the affairs of the club. Particularly is this the case with Educational Committees, whose duty it is to provide courses or lectures on various phases of advertising. What has been done in this connection at one club this winter is therefore of interest.

Last fall, as usual, the Educational Committee of the Pilgrim Publicity Association, of Boston, started a class in advertising. The class meets weekly at the club rooms, and has a large membership, drawn chiefly from the ranks of young men and women who are anxious to study advertising.

It was felt, however, by the committee that this class was too elementary for the majority of the members who are already engaged in advertising and selling.

So a Round Table Group was organized to discuss more advanced topics of live interest to advertising and sales managers. The plan adopted was to have a series of dinners at the rooms of the new Boston Shoe Trades Club, after each of which some topic was discussed, first by an invited speaker, not necessarily a member of the club. This was followed by informal discussion.

After a few meetings it was found that the attendance was not regular. Members of the group would attend only when subjects of interest to them were to be discussed.

So the committee sought a plan which would bring out the members to the Round Table meetings regularly. Someone mentioned that several years ago a somewhat similar group had taken an article of merchandise, a blanket, and had considered it in connection with a campaign of advertising.

Blanket manufacturers had been invited to the meetings to tell of their manufacturing and marketing methods. Blanket salesmen had told of their experiences. Out of the information thus obtained a tentative campaign of advertising had been worked out.

Just at this time one of the members of the Round Table Group, Herbert Smith, said that he was shortly intending to place on the market a new breakfast food. He offered to place all the necessary information concerning the new product before the group. He said that if they would devise a plan for marketing and handling the new food, he would act according to their plan.

A committee was appointed to discuss the advisability of accepting Mr. Smith's offer, and if advisable to work out a plan to handle the matter.

FORMS AN ADVERTISING AGENCY TO WORK ON THE ACCOUNT

This committee decided to organize from among the members of the Round Table Group a special committee to act as an "advertising agency." This "agency" was to consider in open meeting the advertising and sales problems of the new food product. While actual discussion was confined to the members of the agency, there was to be open discussion at the end of every meeting.

So an advertising agency was formed, with Walter G. Dennison, advertising manager of Rice & Hutchins Co., as president. Others were chosen by their fitness, to be copy writers, space buyers, artists and all the other members of a regular advertising agency—fifteen men in all.

At the next meeting of the group, after the dinner, all those present, who were not members



THOMAS' REGISTER OF AMERICAN MANUFACTURERS is the only work that instantly furnishes a complete list of all the Manufacturers and primary sources of supply for any conceivable article, or kind of article—more than 70,000.

It is not a free distribution scheme depending solely upon advertising for support, but aims to completely list all manufacturers, irrespective of patronage. It represents a cost of \$75,000 more than would be possible if distributed gratuitously.

More than 15,000 important concerns throughout the United States and abroad refer to it to find American sources of supply as instinctively as they look at the clock for the time of day. They all wanted it, ordered it and paid for it, especially to save the time and trouble of looking elsewhere for such information. It is consulted by their purchasing agents, foremen, superintendents and others having to do with ordering and specifying.

Descriptive and other advertising matter therein automatically comes to the attention of the above buyers at the important moment when they are interested. It costs for only one time, but lasts for at least a year, producing the highest class of inquiries continuously throughout the year.

U. S. Govt. Departments bought more than 300 copies during 1918.

Thomas Publishing Company, 129-135 Lafayette St., New York City

BOSTON
Allston Sq.

CHICAGO
20 W. Jackson Blvd.

SAN FRANCISCO
311 California St.

LONDON
24 Railway Approach

of the agency, were asked to leave the room. Then the place was quickly transformed to look like the inside of a real advertising agency. By means of screens, one end of the room was divided into small rooms, in each of which people were seen busily working at various tasks.

These rooms were all arranged so that the spectators could see into them. In front of each room hung a sign telling what that office was used for. The president's office was hung with framed full-page advertisements from well-known magazines. The art room had finished and unfinished sketches. There were magazines and papers and other paraphernalia scattered around. It was all very realistic and true to form.

When the scene was set the spectators were ushered in. As explained, they could listen, but were not allowed to take part in the discussion while the advertising agency was in session.

Then Mr. Smith appeared as a prospective client. He met and talked with the manager, who learned his errand and decided to introduce him to the president of the agency. After a short talk the president decided to call in all the members of his staff, so that they could get into the discussion.

A REAL PRODUCT TO WORK ON

Mr. Smith then told his story in detail. He explained that for several years he had been interested in food products, particularly in breakfast foods. For the past two years, in connection with Harvard University, he has been analyzing all the well known breakfast foods on the market. It has been found, according to Mr. Smith, that not one of them is an ideal food, because in every one there is lacking some element vital to the human body. Some are deficient in proteins, others in something else, while no breakfast food, he stated, contains iron, which is absolutely necessary for an all around food product.

Then he set to work to produce a perfect breakfast food, which

should contain all the elements necessary to sustain and keep healthy those who used it, and at the same time be palatable.

This, he said, he had succeeded in doing. The product had been thoroughly tested and could be produced in several forms, granulated, flaked or otherwise.

Then other matters were discussed, such as the best color for the food, the cost of manufacture, the size and shape of cartons and how it could be distributed and sold.

Subsequently the subject was gone into more fully, and a whole campaign was blocked out. It was decided that the best way to start the campaign would be to advertise it locally in one or two cities like Hartford, Conn. If the plan proved successful, the campaign is to be enlarged.

Meantime it was decided to get up cartons, booklets, newspaper and other advertising, both for dealers and consumers, all ready for the big campaign.

Owing to the fact that influenza has laid up a number of members of the "advertising agency," matters have not progressed so fast as was expected, and Mr. Smith's perfect breakfast food is not yet ready to be served on the breakfast tables of the country.

The plan as worked out seems to be a good one for all concerned. The Pilgrims have a real problem to work on, and an opportunity to test out their pet theories in advertising and selling. Mr. Smith has the advice and experience of some of the best Boston brains in the advertising field. The plan will be watched with interest by merchants and advertising clubs all over the country.

Walberg Back With Rankin

C. E. Walberg, formerly with the Committee on Public Information and the U. S. Employment Service, has returned from Europe and resumed his connection with the Wm. H. Rankin Company. He will direct all sales promotion and foreign advertising service for the New York organization of the Rankin company. He was formerly plan and production manager in the Chicago office.



From The Millbrook Sentinel:

"Probably the liveliest contests seen in the big Three Town Skating Championships in years marked the annual races New Year's Day on Lake Tyrl. Billy Byer, one of the four Millbrook entries, made a great showing, winning three of the events—open to boys from 16 to 18 years of age—the two mile, 100 yards sprint (flying start) and the fancy figure contests. A number of honors went to Sharon and to Pine Plains.

"Billy Byer is the young fellow who made such a hit in town last spring and summer after he graduated from the High School doing work on war gardens and lawns. He is a typical boy—strong, vigorous and with a lot of real and true American pep. He is what men call the ideal boy.

"That's why there were such shouts when Billy came in ahead. He is so well thought of as one of the junior gymnastic instructors at the Y. M. C. A. and as a member of the Central Church Choir that his victories were 'mighty popular.'"

BILLY BYER is the young chap who so interestingly typified readers of *The American Boy* in the series of advertisements which appeared in *Printers' Ink* during 1918. Billy is destined to do something in the world. He thinks for himself; he is a factor in his family and is daily consulted on home affairs.

Boys of Billy Byer's type—and there are thousands and thousands of them—are enthusiastic readers of *The American Boy*. They are the nation-builders of tomorrow—the boys you reach each month through your advertising in *The American Boy*!

(Continued in the March 6 issue of *Printers' Ink*)

THE AMERICAN BOY

"The Biggest, Brightest, Best Magazine for Boys in all the World."

More than 500,000 readers, among the finest boys in America who average in age from 15½ to 16 years! "Where there's a boy there's a family."

THE SPRAGUE PUBLISHING CO., Detroit, Michigan
Branch Offices: 286 Fifth Ave., New York—1418 Lytton Bldg., Chicago

Announcement—

*Mr. L. M. Hart
for eleven years
associated with
Collier's in the West
and for the past year
Manager of the West-
ern office has been
appointed Assistant
Advertising Manager
and will assume his
new duties at the New
York office immediately.*

*Mr. Heber H. Smith
for nine years
associated with
Collier's in the West
has just returned
after service in the
U.S. Army and has
been appointed Manager
of the Western office
to succeed Mr. Hart*

Collier's

THE NATIONAL WEEKLY

J. E. WILLIAMS, Advertising Manager

First in Chicago—1918

It did not "just happen" that The Daily News printed more lines of advertising in the below classifications in 1918 than any other Chicago newspaper. Sound business judgment prompted the advertisers who used this space to select The Daily News in Chicago because it is read by seven out of every nine persons in Chicago who read the English language.

Here are the figures

Clothing - - - - -	FIRST!
The Daily News, 1,316,047 lines.	6 days against 6
Next highest score, 1,046,994 lines.	
Department Stores - - - - -	FIRST!
The Daily News, 3,003,222 lines.	6 days against 7
Next highest score, 2,003,361 lines.	
Books - - - - -	FIRST!
The Daily News, 172,131 lines.	6 days against 7
Next highest score, 115,782 lines.	
Educational - - - - -	FIRST!
The Daily News, 117,362 lines.	6 days against 6
Next highest score, 101,022 lines.	
Furniture - - - - -	FIRST!
The Daily News, 387,465 lines.	6 days against 6
Next highest score, 151,912 lines.	
Food Products - - - - -	FIRST!
The Daily News, 425,000 lines.	6 days against 6
Next highest score, 286,243 lines.	
Jewelers - - - - -	FIRST!
The Daily News, 79,331 lines.	6 days against 6
Next highest score, 60,243 lines.	
Musical Instruments - - - - -	FIRST!
The Daily News, 299,269 lines.	6 days against 6
Next highest score, 217,682 lines.	
Tobacco - - - - -	FIRST!
The Daily News, 140,596 lines.	6 days against 6
Next highest score, 131,452 lines.	

To cover a rich, compact market in a single comprehensive effort, and at one cost, use

THE DAILY NEWS

FIRST in Chicago

The Woman Advertiser and Manufacturer

Knox's Gelatine an Interesting Case of What a Woman Can Do and of the Methods She Follows in Appealing to Women

By Bruce Bliven

WE hear a great deal, these days, about the place of "the woman in industry;" but surprisingly little is ever said about the place of the woman in advertising and merchandising.

Yet there can be little doubt that there is a remarkable future opening up for women in these fields, and that to some extent they are beginning to realize it.

If it is true, as we are constantly told, that ninety per cent of all goods are bought by members of the so-called gentler sex, why is it not reasonable to suppose that a member of that better half of the population is just the person to know what women like, both as to copy and as to other details of a selling campaign, and to present it to them?

The writer asked that question the other day of a brilliant young woman who is one of the chief buyers for a big and efficient department store.

"It is reasonable," she shot back. "I firmly believe that the day of the woman in advertising is just dawning.

"I never wrote a line of advertising, and don't want to; but after working with both men and women copy writers, I would cheerfully take my Bible oath that a woman knows far better than a man what facts about any given article of merchandise will appeal to her sisters of the consuming public.

"All that we need to-day is the same type of training and the same degree of experience which the average man receives—and we will startle some of you trousered, pipe-smoking males out of a year's growth!"

It is furthest from the writer's intention to sit in judgment on this interesting and highly debatable question; but he does be-

lieve that the subject is one of sufficient importance to be worth some serious thought.

For instance, the other day, he had the privilege of taking a look at the inside of a business which, in the light of the ideas just put forth, would seem to be of unusual interest.

The organization in question is that of a prominent national advertiser, appealing to the housewife; and all its advertising policies are and have long been, directed and most vigorously supervised by a woman. The same woman is the executive head of the business, with its responsibilities entirely on her shoulders; and the advertising itself takes advantage of this situation by emphasizing the fact that the business is being run, and the copy is being prepared, by a woman who, under all the laws of probability, ought to know what she is talking about. The business in question is that of the Charles B. Knox Gelatine Company, Inc., Johnstown, N. Y., maker of Knox Sparkling Gelatine, and the woman is Mrs. Charles B. Knox, actual as well as titular head of the business for the past decade.

A WOMAN ADVERTISES TO WOMEN

Mrs. Knox emphatically agrees with the theory already stated in this article, that since goods are bought by women, there is every reason to believe that women are capable of taking a far larger and more important part in directing the advertising of such commodities than is ordinarily the case.

"I certainly believe that there is no field of business which offers greater opportunities to women at the present day than this," she says. "Of course, the question

must be looked at in a common sense way. A woman in business should *utilize* her sex, but should not *take advantage* of it. That is, she should use her instinctive knowledge of what women like and don't like; but she ought not to expect or demand treatment in any degree different from that which a man would receive in her place."

It is only fair for me to add parenthetically that Mrs. Knox is herself as far as possible from the type known as the "aggressive feminist," and which I for one am coming to believe exists only in the minds of the cartoonists. The fact that for ten years she has had on her shoulders the care of a big and growing business; that for part of that time she owned and edited a newspaper as well; and that she has all this while kept a firm grasp on the responsibilities of her own home and family—none of these things has left the slightest apparent record of itself on face

or manner. There is nothing which would differentiate her from any other well-dressed, pleasant-mannered and incisively intelligent woman whom you might meet, for instance, at a State convention of women's clubs, or a diplomatic dinner at Washington. Yet she is a business woman; and the philosophy outlined above is being put into effect, very vigorously, in her business, as I shall proceed to show.

Just how the fact that this business is headed by a woman, is being capitalized I can perhaps make clear most quickly by describing the current advertising plan.

During 1919, an extensive and vigorous nation-wide advertising campaign is to be carried on. Its backbone will be a series of full pages in color in a number of women's magazines, supplemented by pages and smaller spaces in black and white.

In its general character, the copy will not differ radically from the average run of food advertising. Attractive dishes made with Knox Gelatine will be shown and the copy will argue purity, cleanliness, convenience and flavor.

The unusual aspect of the campaign, however, is to be found in the emphasis which will be laid on the fact that this is a business of, by and for women. "Mrs. Knox Says" is a headline with which millions of

American housewives will be familiar before the year is out. They will also be familiar with Mrs. Knox's signature, which will appear at the foot of many signed personal statements.

Further carrying out the idea of the housewife speaking to housewives and advising them about their common problems, the company has established an Information Bureau, which will give advice on all sorts of domes-

Mrs. Knox Says

IN this, I believe, we have created the most exquisite, simple dessert delight that ever glorified a plain meal. Of course, it is made of

KNOX
SPARKLING
GELATINE



ORANGE, BANANA OR APPLE SPONGE

1 cup sugar 1/2 cup of banana
1/2 cup of orange
1/2 cup of apple
1/2 cup of water
1/2 cup of Knox Sparkling Gelatine
1/2 cup of fruit
1/2 cup of cream

Beat gelatine in cold water five minutes and dissolve in boiling water. Add sugar, fruit, cream, and fruit. Beat thoroughly. Turn into mold. Let stand in cold water for 10 minutes. Turn out onto a plate. Garnish with fruit.

JUST a word about the economy of Knox Sparkling Gelatine—Do you know that one package of Knox Sparkling Gelatine will make enough dessert for a family of six? In addition, you have the superior quality that ever maintains the superior reputation of Knox Sparkling Gelatine.



Send us your grocery's name and receive free two very important booklets—"Dainty Desserts" and "Food Economy." The new ideas they contain will be a revelation to you. If you have never used Knox Sparkling Gelatine, explain to us in a stamp for enough to make a dessert or salad.

Charles E. Knox Gelatine Co., Inc.
140 East 42nd Street, New York, N. Y.



ONE OF THE CURRENT SERIES OF KNOX ADVERTISEMENTS

tic problems. Much of the flood of correspondence which it is expected will result from the announcement of this bureau, will come under Mrs. Knox's own eyes; and she will see to it that the assistance given to the inquirers is of the most practical, common-sense sort.

Another aspect of this whole matter, and one which, perhaps, would not occur readily to the average advertising man, has to do with the possibility of exploiting the "woman idea" to the retail grocery trade through which Knox Gelatine is distributed.

After all is said and done, the grocer himself is up against the "woman problem" as much as anybody. Ninety-five per cent of his customers are women; and whoever can reveal to him in a sympathetic manner the whys and wherefores of feminine whimsicalities should receive his profoundest gratitude. This sort of information Mrs. Knox, from her many years of practical experience as a housewifely buyer of groceries, coupled with her genuine knowledge of business from the manufacturer's point of view, is in a position to supply. In large part, the current advertising campaign to the trade is being based upon this idea. The copy emphasizes the fact that dealer-helps which are provided with orders for the product are based upon a definite knowledge of what sort of argument appeals most to the housewife.

In the general advertising, "economy of quality" is a phrase which is much in evidence in the current campaign. Some of the current copy, in fact, calls it the "four to one" gelatine. To drive this home in a pictorial way, one advertisement shows a picture of one package of gelatine, with four dishes of the product ready for the table, in a panel down the left side. The point is also emphasized that since Knox Sparkling Gelatine is unflavored, it is possible to secure from one package desserts and salads of several types. (In addition to the unflavored gelatine, the com-

pany has on the market an acidulated package.)

The present campaign along thoroughly "legitimate and standard" lines is more interesting, because as our readers may remember, in the past the gelatine has been advertised with some of the most startling and unusual methods ever applied to a food product in the United States.

PECULIARITIES OF THE OLD STYLE PUBLICITY

The founder of the business, Charles B. Knox, was thirty years ago a salesman for a big New York wholesale grocery. When he decided to enter the business of gelatine manufacturing, his capital was extremely limited, and to overcome this handicap, he devised a series of novel advertising "stunts" which, he believed, would have a publicity value out of all proportion to their actual cost.

For instance, many years ago he decided to send out a crew of house-to-house canvassers to distribute samples. He secured 100 young women of unusual intelligence and address, and fitted them out in the regulation costumes of housemaids. One of these young women would call on a householder just before dinner or luncheon, and would ask permission to enter her kitchen and make her dessert for her.

Permission, as you may well imagine, was usually granted; the young woman prepared the dessert from the gelatine, and served it to the family in the most approved manner. If, as was frequently the case, the demonstrator was asked to sell additional packages, she found out the name of the grocer with whom the family traded, and arranged to have the order come through him—giving him, of course, the profit.

The company has always "gone in" rather heavily for representation at food shows, fairs, and expositions. Only a week or two ago Mrs. Knox was buying a costume in a New York store, and noticed that the saleswoman

seemed much interested at hearing her name. Finally the saleswoman ventured to ask whether she were not Mrs. Knox, of of Knox Gelatine?

"I am," was the reply.

"Then you may be interested in knowing," said the other, "that I attended the World's Fair at Chicago in 1893, going up from my home in Louisville, Ky., for that purpose. My mother and I saw a demonstration of your gelatine at the fair, that being the first time we had ever heard of such a thing. We purchased several packages, and took them back with us to Louisville. We gave some to our neighbors and friends. We used others ourselves, and we persuaded our grocer to stock it, for the first time in our city. Our family has been using it ever since."

At the time of the hot political fight between Bryan and McKinley for the Presidency, Mr. Knox (or "Colonel Thirteen" as he was popularly known to the countryside around Johnstown, because of his inveterate belief that thirteen was his lucky number) conceived an idea which, whatever present day advertising men might think of its sales value, was certainly highly amusing.

Mr. Knox organized the "Independent Political League"—although he might have used a looking glass to create a quorum at the initial meeting! He came to New York with his credentials and explained to the proper authorities that he wanted to put up some political banners and asked if there were any objections to his doing so. No objections were raised and a day or so later there appeared a huge banner across Forty-second street and Broadway, and in a dozen or more other prominent locations throughout the city. One end of the banner said in tremendous letters:

"McKinley hopes to win."

At the other end of the banner it said:

"Bryan hopes to win."

The centre of the banner simply remarked:

"Knox's Gelatine always wins."

Naturally, these banners caused a storm of protest. Mr. Knox by using all the well known devices of the law succeeded in keeping them in place for three days. Each day, the newspapers "roasted" him vigorously for doing so. The first day the papers declared that the obnoxious banners were placed in position by the manufacturer of a "food product." The second day they called him "the manufacturer of a gelatine." The third day, to his unbounded delight, they called him by name and used the full title of the product he was advertising.

USED AUTOMOBILES AND BALLOONS WHEN THEY WERE CURIOSITIES

When automobiles were still so new that you could not drive one ten miles without causing three or four runaways, Mr. Knox bought a machine and sent it touring through rural New York, calling on the trade in the smaller towns and taking their orders for his food product. The name was displayed on the side of the tonneau where it could not, of course, escape the admiring gaze of the populace which followed worshipping in the train of this strange and snorting juggernaut. And when dirigible balloons were a nine-day wonder, he employed Lincoln Beachey (who afterwards became a professional aviator and was killed while doing stunts in an airplane), to give free public performances in a dirigible which carried upon its side the name which Mr. Knox was most anxious to drive into the public consciousness.

Mr. Knox's belief that the number thirteen, so far from being something to be avoided with shudders, was his lucky number, wove a curious chain through his business life. When he inaugurated the business he had a capital of just \$1,300, and it took him exactly thirteen months to lose it. He long ago started the practice of packing 1,300 gross of packages to the carload; and in the thirteenth year of the busi-

(Continued on page 25)

Philadelphia

is the third largest market in the
United States

for Beverages

Temperance drinks will have a greater vogue than ever, and it's now an even start for all of them in winning popular favor.

The Philadelphia market is going to be a mighty profitable proposition for the manufacturer who begins at once to cultivate it.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper nearly everybody reads—

The Bulletin

*Net paid average
for January*

440,540

*Copies
a day*

The Bulletin is the only Philadelphia newspaper which prints its circulation figures regularly every day.

No prize, premium, coupon or other artificial circulation stimulation methods have ever been used by The Bulletin.

The Philadelphia Bulletin's circulation figures have always been on a net basis; all damaged, unsold and free copies are omitted.



NOT SO MUCH

The conversation, as we recall it, went something like this:

"Mr. X. you have been a steady customer of ours for the last eleven years. In that time, you have purchased for your clients more than a thousand original drawings. What one, big outstanding virtue have you found in us that has kept you on our books?"

"Diversity of practical selling ideas."

"Not drawings—but IDEAS."

"Oh, I can buy pictures—and very good pictures, too, in my own town . . . I can buy them anywhere. It is easy to purchase mere ART. It is NOT so easy to buy IDEAS."

"And by ideas you mean——"

"Not stunts . . . no. I refer to the basic principles of good merchandising in the printed

ETHRIDGE

NEW YORK OFFICE: 25 East 26th Street



H ART—AS *IDEAS*

appeal. I believe—and believe very firmly, that no space should be given to advertising illustrations that do not SELL GOODS.”

“Then we have been valuable to you because we are creators of advertising IDEAS?”

“That’s it. Of course, when I can secure IDEA and interpretation BOTH under one roof, it makes it so much the easier. We are creative ourselves but I find that the best of us grow stale—a fresh mind on a job is stimulating. You folks send me out tentative idea suggestions PROMPTLY. They show THOUGHT. They please our copy writers. They make it EASIER for the man who writes the text.”

Get the point?

Associate us, please, with creative IDEAS.

E Association of Artists

CHICAGO OFFICE: 220 S. State Street

Great Oaks from Little Acorns Grow

Lyle J. Searles, of Dalton, Minnesota, a student at the Minnesota College of Agriculture at St. Paul, bought a pure-bred Shorthorn heifer at a January auction sale at South St. Paul, paying a price of \$875.00.

Two years ago, The Farmer paid Mr. Searles' tuition and all expenses to the Boys' & Girls' Week at the Minnesota School of Agriculture as a reward for obtaining subscriptions. He became so interested in what he saw at the School of Agriculture Short Course that he at once induced his father to send him back as a regular student.

The elder Mr. Searles had at that time a small herd of Shorthorn cattle. The boy has specialized in live stock judging since he has been at the Agricultural School, and has progressed so rapidly that his father trusted his judgment in competing with old-time Shorthorn men at this auction sale. They all say he made an excellent purchase.

Thus, as a direct outgrowth of one of The Farmer's subscription contests, a Minnesota farm boy has been developed into an expert judge of pure-bred cattle, and is buying the breeding stock for his father's herd.

This is only one instance of the tremendous influence in the development of agricultural knowledge which The Farmer has in the Northwest.



A Journal of Agriculture

WEBB PUBLISHING COMPANY, ST. PAUL, MINN.
PUBLISHERS

Western Representatives
STANDARD FARM PAPERS, INC.
1341 Conway Building
Chicago, Illinois



Eastern Representatives
WALLACE C. RICHARDSON, INC.
381 Fourth Ave.
New York City

Members Audit Bureau of Circulations

ness he raised the price to \$13 a gross. (In fairness it ought to be recorded that this was only an $8\frac{1}{2}$ per cent increase.) Mr. Knox was long famous as a judge of good horseflesh, and there were thirteen stalls in his stables. Incidentally, he once offered a prize of one of his finest horses, "Knox Gelatine King," to the grocer who would write the best list of thirteen reasons for selling the gelatine.

The man who won the prize, alas, was not an enthusiast over high bred horses! He took instead the alternative prize of \$5,000.

While the founder of the business delighted in these sensational methods of exploiting his product, he was also an enthusiastic believer in the more customary type of publicity. At one time early in his business career he had on hand a surplus of just \$1,500 cash. He put the entire amount into advertising in the *Ladies' Home Journal* and as orders began to come in as the result of this advertising, he went on investing every cent of this money above the actual expenses of operating the business.

Since Mrs. Knox took charge of the enterprise ten years ago, the same policy of consistent advertising has been followed out, though with less of the sensational methods which demand a certain type of personality behind them if they are to be successful. It is interesting to know that in this ten years' time the business has increased 300 per cent. The product now has practically complete distribution all through America, and a very large and growing export trade in all parts of the world. No efforts have ever been made to force this export business, which has grown by word of mouth recommendation from Americans traveling abroad to their friends in other lands.

Those who are studying the effect of the entrance of women into the field of industry, and who feel that the feminine mind is less constructive, and less apt

to look forward, than is the mind of the omnipotent male will be interested in knowing that one of the enterprises which Mrs. Knox has established in her business is an "inventions department" which spends its whole time on the attempt to work out innovations and improvements in the machinery for making and packaging gelatine. Incidentally, every particle of the machinery which is now used was invented "to order" on the spot. From first to last, the gelatine is never touched by human hand until the housewife opens the package in her own kitchen.

While, of course, it would be absurd to attempt to generalize from one case only, PRINTERS' INK believes that the story of this one woman's business career may be fairly said to be representative and indicative of a type of effort which we shall see far more of in the future. As such, it is certainly worth the close attention of every interested student of advertising.

Far-Distant Ad Men Visit United States

J. Russell Kennedy, vice-president of the J. Roland Kay (Far-East) Company, of Tokyo, Japan, left New York for London, England, a few days ago. He will return to the Far East via the United States in April.

J. A. Burke, resident manager of the J. Roland Kay Company in Sydney, Australia, is in the United States on a business trip. His journey will carry him around the world before he returns to Australia.

Joins MacLay & Mullally, Inc.

William F. Bishop, who has recently returned from France, is now associated with the advertising agency of MacLay & Mullally, Inc., New York, in charge of the art engraving and printing department. He was formerly associated with John A. Phillips, Inc., New York printer.

Maj. Adler Writes History of 77th Division

Julius Ochs Adler, formerly assistant treasurer of the New York Times, but now a major in the 77th Division, has written a history of the Division which will be published when the troops arrive home.

Lack of Advertising Has Hurt Canada

Kipling and Gibbon Are Not So Much at Fault as the Canadian People Themselves

By L. J. Walsh

Advertising Manager, R. Wallace & Sons Mfg. Co.

THE Canadian in the United States is at once impressed with the lack of intimate knowledge of things Canadian possessed by the average person. For this two forces are chiefly at fault—the school system of this country, and the reserve on the part of the Canadians to talk about their country or themselves.

Referring to the article entitled "Advertising That Has Hurt Canada," taken from the "Home Bank Monthly" of Toronto, which appeared in *PRINTERS' INK* of January 2, the writer feels that as for Gibbon's reference to Canada and for that matter any European historian of the 18th or 19th centuries—they spoke with a great lack of actual knowledge of Canada, and we make allowances therefor. A person contemplating immigrating to or investing capital in Canada would hardly look for information regarding that country in "The Decline and Fall of the Roman Empire."

As for Kipling's "Lady of the Snows"—herein one finds words and phrases descriptive of a young, virile, up-and-doing nation-within-a-nation. His poem did more to advertise Canada's temperament than her temperature.

We cannot deny that Canada has snow—neither can we deny that New England has cold weather—the average temperature of Pittsfield, Mass., is lower than that of Halifax, Nova Scotia. Cattle graze all year round in parts of Alberta, this cannot be said of Iowa, which is farther south.

As before stated, there is a surprising lack of knowledge of Canada among a great number of

people in the United States. Ask the average man any of the following questions and see what his answer will be:

Is Newfoundland within the Canadian Confederation of Provinces?

Which has more of its territory nearer the equator—Nova Scotia or Maine?

Is Dawson City in Canada or United States' territory?

What is the Canadian form of Government?

What are the Provinces of the Dominion?

This latter question brings to mind a conversation the writer recently had with a clergyman, a man well educated and a close follower of current topics, in which he named Quebec, Montreal and Assiniboia as three Canadian Provinces. This gentleman's reading regarding Canada must have ended with the Riel Rebellion.

AN ACQUAINTANCE WORTH CULTIVATING

This lack of intimate touch seems general, and is to be regretted; Canada our nearest neighbor, our largest per capita customer, a land consisting of three and three-quarter million square miles in one lot larger than all Europe, yet we know less of her geographical extent, government, people and customs than we do of Mexico. But Mexico has always been a noisy advertiser and perhaps therein lies the reason.

However, since August, 1914, Canada has advertised to the world the stuff she is made of. It was expensive advertising but the results obtained were worth it. It remains for her people collectively and individually to fol-

low up her past four and one-half years of wondrous achievement with achievements of Peace in field and mine and market. At the same time, if our own knowledge of Canada's extent, resources, accomplishments and needs were more keen, we would be even better fitted to trade with her.

Canada does not fear that the chronicles of explorers and historians of a by-gone age will do her injury. One only has to read Kipling's "Lady of the Snows," written in 1897, to see that he was her friend.

These lines show that the poem was more than a prophecy—

My speech is clean and single,
I talk of common things,
Words of the wharf and market-place,
And the wares the merchant brings.
Favor to those, I favor,
But a stumbling block to my foes,
For some there be that hate us,
Said our "Lady of the Snows."

Carry the word to my sisters,
To the Queens of the East and South,
I have proven faith in the heritage,
By more than the word of mouth.

They that are wise may follow,
Ere the world's war-trumpet blows,
But I—I am first in the battle,
Said our "Lady of the Snows."

South African City Will Advertise in U. S.

"Commerce Reports" contains an inquiry from a certain city council in South Africa desirous of getting into communication with the most influential trades and industries in the United States. The report states that space will be taken in publications to advertise the facilities the city is prepared to offer for the establishment of industries there. The inquiry is reported direct by American consular officials, and has been assigned number 28,308.

K. M. Mann Joins Engineering Paper

Karl M. Mann, formerly of the *Iron Age*, New York, has returned from military service and joined the staff of *Fire and Water Engineering*, also of New York.

Issues Every Day in the Week

The San Bernardino, Cal., *Sun* is now published every day in the year, a Monday morning paper having been started on February 3d.

The George L. Dyer Company 42 Broadway New York



**Newspaper, Magazine
and Street Car Advertising**

Publicity and Merchandising Counsel

The Argentine Woman as a Possible Buyer of American Goods

Wherein Her Buying Habits Differ from Those of the American Woman

By Helen A. Ballard

WITH the prospect of better trade facilities with the South American countries, will the American manufacturer or exporter turn his attention to the possibilities of selling to the women of those countries or to the influence they will exert upon his dealings with their men?

Let us take the Argentine, in population the fourth largest American republic, and see what part the Argentine woman plays in the economic scheme of things and how her buying habits differ from those of the American woman.

What is she like? We have perhaps thought of her only as a home-loving individual, the mother of several children, bound by tradition and religious custom, neither possessing nor understanding the freedom of her Northern sister, and content to let her husband do the family buying. Home-loving she certainly is and an ideal mother, but she is fast throwing off the shackles of religious custom and tradition and is looking for and enjoying a greater freedom. She is quite the equal of her husband intellectually and has an active voice in the buying of necessities and luxuries which are to be used in any degree by the family as a whole.

"What does the Argentine woman buy?" I asked an Argentine woman who resides in New York and is a professional shopper for the women of her country.

"What does she buy!" was the astonished exclamation. "Why, she buys everything that a woman of culture and refinement *would* buy. Clothes—the richest and most fashionable of them; jewels—the choicest; bric-a-brac and works of art for her home—the rarest and best; the best modern appliances for her housekeeping;

and when her husband buys an automobile, a Victrola, or a piano he consults her and asks her to go with him to inspect the purchase before deciding upon it.

"But she buys leisurely, not hurriedly. She knows what she wants and she takes time to find it. She loves pleasure, and she makes a pleasure of her shopping. Much of it she does on the Calle Florida—the street in Buenos Aires on which are found the finest shops in all of South America. Here can be found all the necessities and luxuries procurable in any part of the world and at high prices. But like women of all countries, she loves to shop away from home, even though she purchases the same things, and so she goes to Paris, always to Paris; first, because she is nearer to that great city in point of time, and, second, because she is essentially Latin.

"The few that do come to New York buy lavishly in the most exclusive shops, but because their homes have been completely furnished from Paris, and because jewels there cost less and are more to her taste, she rarely buys anything here except clothes. At the counters you will see her selecting the daintiest and most expensive lingerie, the most exquisite of imported gowns, and occasionally some expensive bit of jewelry or other ornament that pleases her fancy.

IN THE HIGHEST SENSE, THE MODERN WOMAN

"There is no more perfectly groomed, no more expensively gowned woman in the world than the Argentine woman. From hat to heel she is a Parisienne. She speaks several languages and her favorite reading is romance literature. But she is well educated,

Strike Harder at the Most Productive Point!



Place your advertising where the people are the thickest! Nowhere in the world do young men and women spend so much money—grown-ups too—as in New York.

In Hicksville people buy on price. In New York people buy trade-marked products on the presumption of superiority created by advertising.

New York is a newspaper reading community. The Sunday New York American is the greatest newspaper in the country in point of progressiveness and circulation.

The national magazines charge \$5.00 and over per line for a million circulation—The Sunday New York American's rate is 65 cents on 10,000 line contracts.

And like a magazine, every copy enters a different home.

H. C. Barnard

Advertising Director.

Over 700,000 Families, within the
50 Mile Shopping radius, read the

SUNDAY NEW YORK AMERICAN

AN EDITORIAL POLICY that Creates ADVERTISING RETURNS

RECENTLY the Stage Women's War Relief asked McClure's for its co-operation in supplying breakfasts to soldiers and sailors who were passing through New York City. McClure's proposed to its readers that they send in dimes to supply funds for these meals. Enough men and women responded to provide three thousand breakfasts of coffee, pancakes and syrup.

To help the work of the Food Administration in supplying food for the world, McClure's urged its readers to prepare for Victory Gardens this summer and offered a garden bulletin as a guide for their work. Over two hundred requests have been received to date for this little pamphlet and each mail brings additional inquiries.

On another occasion McClure's asked its readers to contribute three-cent stamps—one from each person—towards a fund to provide food, clothes and education for a Belgian orphan. An amount equivalent to a contribution from thirty thousand people was received.

We cite these instances to drive home this point: our McClure editorial policy of thus maintaining from month to month intimate relations with our readers has made the McClure audience peculiarly receptive and responsive not only to our editorial features but also to appeals of advertisers.

McCLURE'S

Forms for May close March 10th

for the schools of Argentina are of the best, and to her excellent home training and education she has added the finishing touch of travel. She is a great traveler. She thinks nothing of a trip to Europe. That is just another incident in her life, and although she loves Paris, loves the gaiety and show and excitement of the city in normal times, yet there is no place quite like Buenos Aires to her. That city is the London, Paris and New York of the Argentine. It dominates the country as no other capital in the world does, it is said, and it is the largest Spanish-speaking city in the world—twice as large as Madrid.

"There are three types of Argentine women that the American exporter should study. They are the real aristocrat—the pure-blooded Castilian; the woman who is an aristocrat by virtue of her wealth—and she has it in large measure and does not scruple to spend lavishly; and the new woman of the country—she who is earning her living in the offices and stores, who is competing successfully with men in the world of business and is not losing the Argentine man's respect by so doing as she would have done a few years ago.

"Everyone knows, of course, that South America is forging ahead at a tremendous pace and the Argentine woman is by no means being left behind in the march of progress. In the last ten years there has come about a noticeable difference in her economic status and in the freedom which she has claimed and has been granted. She will undoubtedly be the first South American woman to join the feminist movement that is sweeping the globe. But the exporter who would sell goods in the Argentine must take into consideration the women as they are there to-day, for to-day they are possible buyers of his goods if the goods are put before them."

There are other possible buyers besides the Argentine woman proper, for there are large colo-

nies of Italian, French, British, Spanish and German, and women, the world over, will buy what is made to appeal to them in style, quality and price. But there are few Americans in the Argentine, as evidenced by the fact that barely 300 citizens of the United States could be discovered when the North American Society was organized in Buenos Aires a short time ago.

"In that city of business and enterprise," said a well-known South American traveler, "there is certainly a place for American shops alongside those of the London and Paris houses on the Calle Florida, and there is a place for American goods throughout the Argentine, but the exporter must first learn to understand the people of that country and must send representatives who are socially equipped to meet them. The representative must be a person of culture and one who knows how to deal with that leisurely Latin race, for leisurely they are in spite of their progressiveness."

"The Argentine woman," said an Argentine journalist in New York, "would love America if she could once get a taste of it. If she knew that she could enjoy the same gaiety in her hotel life here that she does in Paris, that she could meet interesting people, that avenues for some social life would be opened up to her, that she would meet the same cordial reception that she does in Paris, she would come here, for she has the money to go where and when she pleases, but the people of this country have never yet made her feel this. She is essentially sociable and hospitable and she recognizes the European as more her kind than what she has been able to see of the American.

ADVERTISING WILL OPEN THE MARKETS OF THE UNITED STATES

"What America needs to do is to advertise," continued this man, who has been in New York but a few months, but who, with his understanding of his own people, has also been able to see what the United States has to offer them.

"It needs to advertise its goods, its hotels, its life in the best cities in this country, its wonderful natural beauties which I have read about here and hope myself to see before I leave the country—if, indeed, I ever do. The cultured or average Argentinian knows very little about these. But the advertising must be done as the salesman must approach the buyer there, with a fine courtesy, and in a manner in keeping with Latin ideas and ideals, not in the startling manner which can be used with effect in this country."

An American woman who has traveled widely in South America and who has spent considerable time in the Argentine speaks of the women of that country as the finest type of women on the continent. She says they are truly feminine, beautiful of face and figure, accomplished, very alert to new ideas, and that they have the most perfectly appointed homes—that in every way they reflect the culture and progress of the country. In appearance and in their lives they are in keeping with the ostentation everywhere found, the magnificent public buildings, the great cathedrals, the stately edifices, and that their palatial homes are a fitting setting for the feminine occupants. "But," said she, "you never see an American catalogue of women's wear, jewelry, household goods or ornaments in their homes, although you do see those from the Bon Marche, the Galerie Lafayette, Printemps and other houses. This is true of the women of the cities and those who live on the great *estancias* or country estates.

"Why should not the catalogues of American houses find their way there as well as those of European houses? I believe when the handicap of expensive travel between our country and theirs has been lifted, when the two races come to understand each other better, when passports can be as quickly obtained here as in Paris or London, so that the American representative can get on the ground with his wares with less difficulty, we shall see in-

creased trade with that great South American Republic. The opportunity, I believe, is there, and is only waiting for material handicaps to be brushed aside."

Last I went to the head of the foreign department of one of New York's most exclusive shops for women's wear. "Do you have many customers from the Argentine," I asked, "and what and how do they buy?"

"Not many," was the reply, "but those we do have are by far the most interesting and finest class of South American women who come to us. Also, they seem to be possessed of the greatest wealth. As to what they buy, why, they buy the best and most expensive things that we have. They spend a half day or more looking about, making their shopping more of a pleasure excursion than a business event; they look at everything in the most leisurely fashion, try on everything that pleases their fancy, conversing meanwhile in the most interesting way of many things besides clothes, and then end by purchasing the loveliest garments we have, all the filmiest, laciest, most wonderful creations that we import or that are made here. They are fine customers, and it pays to let them be as leisurely as they want to. We never hurry them or try to force anything upon them or suggest anything unless they are interested in it. The Argentine woman knows what she wants and when she finds it she buys it regardless of price."

Theodore E. Ash with Foley Agency

Theodore E. Ash has been appointed manager of the copy production department of the Richard A. Foley Advertising Agency, Inc., Philadelphia. Until last summer, when he went to France in Red Cross work, Mr. Ash for five years conducted his own advertising agency in Philadelphia.

Poster Association Directors to Meet

The semi-annual meeting of the board of directors of the Poster Advertising Association, Chicago, will be held at the Waldorf-Astoria, New York, on March 18-19.



Some of the shrewdest and most successful national advertisers use **THE PEOPLE'S HOME JOURNAL** because they appreciate the extra value of an **ALL-THE-FAMILY** magazine.

Its fiction, its departments and its features are edited with the **ALL-THE-FAMILY** interest in mind.

***Height
of
Efficiency***

To appeal directly to the purchasing agent of the family and at the same time influence all the other consumers in that family is the height of advertising efficiency.

The People's Home Journal
NEW YORK

For 33 Years the Magazine for Every Member of the Family

Baltimore A Fine Field For Home



The illustrations above show what's become of the female home workers and help in Baltimore. Notice the woman operating an electric soda water girls in the Ralph A. Nattans Drug Store, the colored female elevator operator in the Southern Hotel, etc. They explore in the sale of vacuum sweepers, washing machines, kitchen cabinets, fireless cookers, aluminum ware and electrical be-

THE war undoubtedly gave a tremendous impetus to the sale of labor-saving did to the Ediphone and Dictaphone, Addressograph, Elliott-Fisher, Royal and Burroughs Adding Machine and many other devices for business. Take shortage of help forced the attention of housekeepers to modern home equipment in Baltimore at least, dealers for the most part were rarely able to meet the dem-

tremendous possibilities await the manufacturer w populated field like this determined to get all the



This Actually Happened in Baltimore

Desperate Baltimore Housekeeper to Likely Looking Colored Woman Spied on the Street: "I'm looking for a laundress. Would YOU like to do my washing?"

Aunt Jemima, affably: "No, but I'll gib you de name ob de lady what does mine."

Washing machines alone offer an example of undeveloped opportunity. An investigation in Baltimore shows that there are any number of different makes and principles of construction on sale in furniture stores, department and house furnishing stores. They include the electric motor, water motor and hand power types. Distributors would not hazard an estimate of the number of machines in use in Baltimore, but it's safe to say that a comparatively small percentage of the 115,000 homes in Baltimore, or even of the approximately 25,000 wired for electricity, are so equipped.

WE STAND READY TO MAKE LOCAL INVESTIGATIONS FOR INFORMATION ABOUT

THE BALTIMORE

The Only Straight 2 Cent Newspaper in Baltimore—The Only Baltimore Daily

DAN A. CARROLL
Eastern Representative
Tribune Building
New York

Daily Jan. Av. Net Paid
100,128

Howell A. [unclear]
Advertising Manager

Home Labor Saving Devices



opening an electric crane in the Chesapeake Iron Works, the colored
late, etc. They explain why there has been such a notable increase,
most and dandical household devices of every kind.

labor-saving devices for the home, just as it
her, Royal and Underwood Billing Machines,
business. Take into consideration how the
some equipment, coupled with the fact that,
meet the demand, and you will realize what
manufacturer who will come into a big, thickly
to get all there is out of it!

What a splendid opportunity for the makers of any
of these machines to come out with a campaign in
The Baltimore NEWS—up to a page a week for
a year—that would make one particular machine
stand out from the rest, that would give it the prefer-
ence in unsold homes, that would completely
DOMINATE this tremendously potential market,
as far as washing machines are concerned, and
decide for the manufacturer what his sales
possibilities in the larger cities like Baltimore
actually are.

INVESTIGATIONS FOR MANUFACTURERS IN ANY LINE, AND TO GIVE ANY ADDITIONAL INFORM-
ATION ABOUT BALTIMORE YOU MAY REQUIRE

BALTIMORE NEWS

Baltimore Daily Paper to gain circulation in January, 1919, over January, 1918

Sunday Jan. Av. Net Paid

96,046

and A. W. Webb
Advertising Manager

J. E. LUTZ
Western Representative
First Nat'l Bank Bldg.
Chicago

To Reach MEN or Women in Baltimore, An Evening Paper is Unquestionably the Best Medium

It comes in at the time of day when people have time to read. It is more closely scanned for store news of the following day. The morning papers of Baltimore prove this by both having an evening paper in the field. But evening or morning The NEWS with its larger circulation COVERS Baltimore and will cover it for YOU—not at the enormous expense usually associated with the dailies of larger and more spread out cities, not forcing you to use both a morning and an evening paper with over 50,000 duplication, but at a low, economical cost that any large manufacturer could afford without causing a ripple in his national appropriation and with no change of his general advertising plan.



***“The Most Wonderful
Electric Sign in the
World” is Available
for your ad.***

—Quoting from hundreds of newspapers as they have commented on the famous du Pont shooting sign on the Boardwalk at Atlantic City.

You will recall the display has an uninterrupted exposure of half a mile, facing east from Young's Million Dollar Pier, sweeping the elite beach-front hotel district and reaching to the amusement and business heart of the Boardwalk.

Its circulation extends from the Atlantic to the Pacific and from the Great Lakes to the Gulf, through 20,000,000 visitors to the “Nation's Playground” each year.

As stated by the N. Y. Herald of Feb. 9th, Atlantic City's big hotels report the number of guests for January of this year to be equal to the usual August patronage—a record making beginning for a record breaking year.

The du Pont sign reaches *every* visitor—it is now available for your advertisement.

The R.C. Maxwell Co. Trenton N.J.

Production Cost Knowledge Strongly Influencing Selling Methods

From This Growing Movement Likely to Come Many of To-morrow's Advertisers

By John Allen Murphy

WHEN Edward N. Hurley was chairman of the Federal Trade Commission, he campaigned extensively to get business men to see that price cutting and unfair trading of all sorts were very largely the result of poor accounting methods. He frequently stated that the larger percentage of all those engaged in business were not making any money and the sad part of it is that many of them did not know it.

Speaking before the Association of National Advertisers in New York in December, 1915, Mr. Hurley said:

"Leaving out of consideration the banking, railroad and public utilities corporations, and referring only to those that have to do with trade and industry, we find that there are about 250,000 business corporations in the country. The astonishing thing is that of those over 100,000 have no net income whatever. In addition 90,000 make less than \$5,000 a year, while only the 60,000 remaining, the more successful ones, make \$5,000 a year and over."

Had a similar census been taken in the field of unincorporated businesses, even a larger percentage of unprofitable enterprises would have been found.

About a year after his New York address, in an interview which he gave to **PRINTERS' INK**, Mr. Hurley again said, "As matters stand to-day a large share of the merchants of the country are not making a profit on three of every six articles they sell. Probably, in reality, they are selling three items out of the six at an actual loss. And the chances are that the three items that show a profit do so simply because the margin is so large that they cannot help it. The non-profit ar-

ticles are not, in most instances, sold at cost or worse because the merchant is using them as 'leaders' or has any definite purpose on the sacrifice, but simply because so many merchants do not follow any adequate system of cost-keeping and do not know what it is costing them to sell goods."

Mr. Hurley's agitation of this subject stirred up a good deal of interest on the part of associations and manufacturers. Many tentative plans had been outlined for dealing with the situation, and while Chairman Colver has continued the work to a certain extent, the war side-tracked most of the plans. On the other hand, the war has brought up the whole subject from a new direction and has stimulated so much interest in it that even the most careless business man is beginning to realize that adequate cost-accounting has a most important bearing on his business.

The income tax legislation has done more to wake up people in this respect than anything that ever happened. The revenue bill forced those in business to stop guessing as to how much they are making and to know exactly. It is said that last year many persons did make their tax returns on a guess. Later on, a competent auditing of their accounting showed to their amazement that, instead of being a profit, there was an actual loss. This year, it is certain, not many persons will pay a tax until they make sure that they had an income.

CONSUMERS MUST BE TOLD THE PRICE IS FAIR

This sudden discovery of many manufacturers, business and professional men, farmers and others that they have not been making a

profit in the past, is going to have a far-reaching effect on the selling methods of the future. Evidences of this have already set in. All sort of campaigns to sell people on the idea that the price charged is fair are in the air.

Scarcely a week passes that PRINTERS' INK does not record some such plan. One week it was told how the Dairymen's League of New York was advertising its production costs to the consumer. In fact the whole dairy industry feels that it has too long been at the mercy of politicians and that the great economic importance of its product is not properly appreciated. It is very likely that in the next few years the industry will on a national scale do much educational work not only to advertise milk but to let the consumer have some conception of what it costs to produce it. The public will be taught to accept the dairyman's costs, just as they now accept the wholesomeness of his product.

And thus this "cost" movement is spreading in every direction.

At another time PRINTERS' INK described the system of a restaurant in charging separately for its service and overhead expenses. Hotel men are trying to show why they must charge ten cents for telephone calls. Cattlemen are saying that they face ruin if the law of supply and demand is allowed free play. They want the Government to fix prices. Wheat growers, too, are alarmed about what this economic law will do to them, if the Government does not abide by its \$2.26 a bushel pledge.

COTTON GROWERS WOULD HOLD CROP, TO GET COST BACK

And now comes the "safe and sane cotton" campaign. It is announced that the campaign is being organized and conducted by Theo. V. Wensel, president of Rumble & Wensel Co., Natchez, Miss., and has the financial support of leading cotton factors throughout the South. Large newspaper advertisements make this statement:

"The Southern cotton farmers

and business men are being aroused to the fact that a large crop of cotton in 1919 means that its people will have to go back to the old economic slavery of the past. Cotton cannot be produced profitably under present conditions for 30 cents a pound. And conservative authorities have stated that the 1918-19 cotton crop cost even more than this. The South must get more than a living wage for its cotton. Its people demand comfortable homes, good roads, good schools, and an opportunity for their boys and girls. Farmers, merchants and bankers are getting together and organizing for 'safe and sane' cotton and a greater and more prosperous South. The Governors of every Southern cotton producing State are proclaiming February 15 as 'Safe and Sane Cotton Day' and all the Southern cotton States will declare a holiday in order that farmers, merchants and bankers might get together and organize for the purpose of decreasing cotton crops this spring and increasing the acreage in feed and food crops. Meetings will be called by the Governors of each State at every county seat. Right at present a special publicity campaign is being conducted in sixty-two of the leading daily papers of the South advising the holding of last year's crop until at least the cost price is obtained and the reduction of cotton crops for 1919 by one-third. Circulars are being sent out to thousands of merchants, bankers and cotton men asking them not to make advances to any farmer who will not agree to reduce his cotton crop one-third. Posters are being placed urging the farmer to cut his cotton crop and plant more feed and foodstuffs. The 'safe and sane' cotton movement will be a success and the South is going to hold down the 1919 crop to nine million bales."

COTTON AUTHORITY GIVES INTER- ESTING FACTS

The economics of this whole cotton situation are given to PRINTERS' INK very frankly by a disinterested authority. He states:

"In normal times, according to local conditions, it has cost the farmers from 8 to 12 cents per pound to raise cotton. Personally, I think 12 cents is about a reasonable estimate on the majority of farms.

"During the past year, when fertilizer cost 100 per cent more than it did in normal times—when labor more than doubled in price—when the feed which went to nourish the stock which worked the crop was over 100 per cent higher than in normal times—when the cost of plow points and machinery was greatly advanced, I do not doubt it cost the farmers at least 25 cents to produce cotton.

"If we raise another sixteen million bale crop this year it would undoubtedly be a calamity, but I doubt if the South will ever raise sixteen million bales of cotton again.

"I have not looked up the figures on cotton exports, but when the spindles of Europe get active again, and I do not believe we will have to wait long for this condition, I think any reasonable cotton crop of eleven or twelve million bales is sure of a fairly good market.

"What it costs to raise cotton is a debatable question. It varies according to the fertility of the land and ability of the management and employment of machinery instead of men. Then compensation has to be charged for the fertility which is extracted from the soil and a fair salary for the manager. Frankly, I think the farmers will continue mighty prosperous at 30-cent cotton, especially at the present prices being paid for the cotton seed, which prices will undoubtedly hold up, because of the world's shortage of fats.

"It is undoubtedly true that some cotton goods manufacturers have moved heaven and earth to break the cotton market. But if cotton was not produced with underpaid labor and undervalued land, the cost of production per pound would be far greater than it now is."

This tendency to sell the product on the basis of its cost, rather than

at the dictates of the law of supply and demand, is due directly to the fact that business men are getting a better grasp of the fundamentals of their trade. They are beginning to stop guessing and to manage their affairs on a basis of facts.

MUST PROVE PRODUCTION COST

This movement will develop especially among farmers and among the producers of other raw products who have been in the habit of letting their goods go to market untrade-marked and in an anonymous state. It is for this reason that it is from this class we may expect a large number of to-morrow's advertisers to come.

William R. Lighton, a recognized authority on this subject, explained it very well when he recently wrote in the New York Tribune:

"War time has given the farmers profits on their work, and it has convinced them that they are entitled to reasonable profits, whether in war or peace. It has let them understand also that they are in no condition to demand profits until they are able to prove actual production costs. Further, they know that those costs must be based not upon the old style haphazard but upon intelligent, businesslike methods. The farm man and the farm acre must be made to do their best, to eliminate reckless wastes, to aim at maximum results at minimum costs.

"Right farm administration is only a part of the problem with which the farmer is concerning himself in preparation for the future. He is thinking hard, working hard, to straighten out that condition which has made him a harvest time victim of the crop speculator with his "supply-and-demand" patter. No longer will the farmers of America be complacent, helplessly acquiescent over the sharp contrasts of past years between farm prices at harvest and primary market prices in December, when the traffickers have got the year's crops into their hands.

"The farmers will not attempt

a solution by the quaint means proposed in the olden time by Populists and Grangers. This is a business proposition, not a matter for clever legislative juggling. It is as business men that the farmers will work it out."

Of course prices cannot be maintained artificially. Production costs cannot be based on inefficient methods. The law of supply and demand is inexorable. In the long run it will equalize any situation. Nevertheless the idea of selling on cost is right. The whole basis of modern selling is that demand can be controlled and stabilized. That is what advertising does. Left to itself, the law of supply and demand is merciless. It wrecks as much as it builds. Present society is too complicated, too sensitive to violent fluctuations, to be at the mercy of this heartless economic law. Trade-marking and advertising enables producers to co-operate with this law, but it relieves them from its cruelty.

Big Labor Union Combats Smaller Ones by Advertising

RECENTLY the Boot and Shoe Workers' Union has been using page advertisements in the newspapers of Haverhill, Mass., to place before the manufacturers and shoe workers of that city their side of a dispute and smouldering strike situation.

The situation is unique. It is not a straight out-and-out dispute between the shoe manufacturers and the union, or rather, unions. In the shoe industry the Boot and Shoe Workers' Union is by far the largest and strongest union. It is liked by the manufacturers, for its members play fair and keep their agreements, and are willing to arbitrate.

Recently in several shoemaking centres, such as Lynn and Haverhill, a number of small unions have sprung up. The lasters or stitchers or making-room men formed a little union of their own. Instead of having to deal

with one large union, manufacturers have been compelled to deal with a number of small ones, whose demands are frequently conflicting.

The trouble in Haverhill is, therefore, largely a fight between the Boot and Shoe Workers' Union and a number of little unions for control of the situation in the shoe factories of that city.

The fact that the former have resorted to printers' ink to state their case has proved of great benefit to them, and is interesting as being, perhaps, the first instance of a union using advertising in such circumstances.

Their advertisements are addressed to the shoe workers of Haverhill, and to the manufacturers of that city, and tell what is the cause of the dispute and how the Boot and Shoe Workers' Union stands in the matter.

One advertisement tells in detail the plan of the union and also gives in detail its pledge of honor.

If this plan of going before the public in labor disputes is followed by other unions it ought to lead to making Massachusetts and other States really strikeless. As soon as each side so tells its story, the public can soon decide which is right, and public opinion always has great weight in settling such matters.

Welch's Grapelade in Canada

The new grape jam put out by the Welch Grape Juice Company, and called Grapelade, is now being advertised to the Canadian grocery trade by the Welch Company, Limited, of St. Catharines, Ontario. "Grapelade is a real food product," says the copy, "that takes rank with Welch's, the National Drink. It is a new asset to grocers—a product on which constantly increasing and always profitable sales can be counted on. Remember that Grapelade is not simply another grape jam. It is a new product, a real discovery in grape goodness."

Represents Chilton Publication in West

Merle V. Cox is now representing the *Automobile Trade Journal*, Philadelphia, in the Western territory, with headquarters at Chicago, Ill.

—Ole Hanson:

A few days ago a name unknown to the world. Over night the Mayor of Seattle makes himself known and respected throughout the United States—becomes an international figure.

"Any man who tries to take over government functions here will be shot on sight" . . . "The seat of the City Government is still at the City Hall."

A local incident through the daily newspapers becomes national. The potency of a courageous, local action in the twinkling of an eye is duplicated wherever a daily newspaper is read.

The story of Ole Hanson graphically visualizes the greatness and possibilities of the daily newspaper—an influence absolutely incomparable.

And this force can be capitalized as a salesman and can sell your goods.

Invest in newspaper advertising.

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

New York
Chicago

Kansas City
San Francisco

Fuller

Advertising

Besides **AUSTIN** the clients of Fuller & Smith are:

The Aluminum Castings Company,
"Lynite" and "Lynux" Castings.
The American Multigraph Sales Company,
The "Multigraph."
Aspromet Company,
Asbestos Protected Metal, Gypsum
Roofing, Road Material, etc.
The Beaver Board Companies,
"Beaver Board."
The Beaver Manufacturing Company,
Beaver Kerosene Tractor Engines.
Borton & Borton,
Investment Securities.
The Bourne-Fuller Company,
Iron and Steel Jobbers.
Burroughs Adding Machine Company,
Figuring and Bookkeeping Machines.

The Central Brass Manufacturing Company,
"Quick-pressure" Faucets.
The Cleveland and Buffalo Transit Company,
Lake Steamship Lines.
The Cleveland Osborn Mfg. Company,
Moulding Machines and Foundry Supplies.
The Cleveland Provision Company,
"Wiltshire" Meat Products.
The Craig Tractor Company,
Farm Tractors.
Duplex Lighting Works of General Electric Co.,
The "Duplexalite."
The Glidden Company,
Varnishes and "Jap-a-lac" Household
Finishes.
Ivanhoe-Regent Works of General Electric Co.,
"Regent" Illuminating Glassware;
"Ivanhoe" Metal Reflectors.



& Smith

Cleveland

Landon School of Illustrating and Cartooning,
Correspondence School.

National Lamp Works of General Electric Co.,
Mazda Lamps.

R. D. Nuttall Company,
Tractor Gears.

The Peck, Stow & Wilcox Company,
Mechanics' Hand Tools; Tinsmiths' Tools
and Machines; Builders' Hardware.

Pittsburgh Gage and Supply Company,
"Gainaday" Electric Washing Machines,
"Gainaday" Electric Cleaners.

The M. T. Silver Company,
"Silver Style" Women's Suits and Coats.

Hotels Statler Company, Inc.,
Operating Hotels Statler, Buffalo, Cleve-
land, Detroit and St. Louis, and Hotel
Pennsylvania, New York City.

J. Stevens Arms Company,
Firearms.

John R. Thompson Company,
Restaurants in 38 cities in the United
States and Canada.

The Timken-Detroit Axle Company,
Front and Rear Axles for Motor Vehicles.

The Timken Roller Bearing Company,
Roller Bearings.

University School,
College Preparatory School.

The Upson Nut Company,
Manufacturers of Iron and Steel Products.

The Westcott Motor Car Company,
Passenger Cars.

Westinghouse Electric and Manufacturing Co.,
Central Station, Railway and Power Plant
Equipment, Motors, Fans, Heating De-
vices, Automobile Starting, Lighting
and Ignition Equipment.

Willard Storage Battery Company,
Storage Batteries.



A
THE
AUSTIN METHOD

1918 Advertising Records—New York Morning Newspapers

CLASSIFICATION	TIMES		World		American		Herald		Tribune		Sun	
	Agate Lines	Agate Lines	Agate Lines	Agate Lines	Agate Lines	Agate Lines	Agate Lines	Agate Lines	Agate Lines	Agate Lines	Agate Lines	Agate Lines
Dry Goods and Specialty Shops.....	3,471,680	2,521,884	2,263,600	1,914,133	1,131,747	642,337						
Financial	1,217,932	397,869	286,093	398,764	501,745	495,148						
Miscellaneous	1,207,414	958,861	613,515	474,583	239,110	204,769						
Real Estate and Bldg. Materials.....	981,239	533,981	314,851	690,100	43,665	181,535						
Automobiles	726,260	220,983	311,407	249,366	159,933	392,016						
Publications	633,288	95,419	32,548	50,197	142,805	194,265						
Amusements	464,133	390,330	427,016	343,909	376,809	376,702						
Men's Furnishings	443,421	267,576	174,028	56,491	207,686	95,179						
Resorts, Hotels, and Restaurants.....	416,177	253,013	171,947	293,415	155,419	129,154						
Schools and Colleges.....	224,817	88,702	63,594	23,314	56,088	51,632						
Musical Instruments	201,128	148,726	186,891	10,760	109,471	101,221						
Tobacco	179,045	115,751	113,128	60,440	131,196	102,806						
Druggists' Preparations	176,245	158,542	132,008	35,380	50,608	30,672						
Foodstuffs and Confections.....	171,914	106,859	154,532	52,309	57,089	41,708						
Boots and Shoes.....	164,339	81,469	65,119	22,699	35,111	26,025						
Charity and Religion.....	147,146	110,045	63,903	67,816	74,666	56,643						
Office Appliances	117,622	26,474	9,070	2,938	34,624	22,444						
Transportation	117,491	87,841	59,614	99,120	102,686	75,703						
Beverages	67,767	37,970	11,695	16,600	7,558	8,780						
Public Service	59,904	39,042	40,550	38,866	40,033	39,278						
Total Agate Lines.....	11,188,962	6,941,317	6,396,109	4,901,200	3,688,049	3,288,017						
Other Classifications	2,308,550	8,112,925	3,559,806	1,693,875	512,763	336,716						
Complete Total Agate Lines.....	13,497,512	14,754,242	9,954,915	6,595,075	4,170,812	3,624,733						
Less Help and Situation Wanted Advertisements	1,526,443	6,996,335	1,906,634	1,286,454	187,226	35,733						
Total Agate Lines, Less Help and Situation Wanted	11,971,078	7,757,907	7,048,281	5,308,621	3,983,586	3,589,000						

Notwithstanding its exclusion of all objectionable or questionable advertisements, The New York Times closed the year 1918 and began the year 1919 by publishing in December and January a greater volume of advertising than any other New York newspaper.

The Average Daily and Sunday Net Paid Sale of The New York Times for Six Months Ended September 30, 1918, Was 308,196

Irish Linen Society Begins Co-operative Advertising Campaign

\$150,000 a Year for Three Years Minimum Appropriation—Will Use Trade and National Mediums

TURNING to its biggest customer for still further trade extension, The Irish Linen Society, composed of 125 manufacturers of linen machinery, spinners, bleachers and weavers, announces a campaign through trade and consumer publications in the United States "to increase the sale and use of linens in general and Irish linens in particular." The minimum appropriation, based on a membership subscription of $\frac{1}{4}$ of 1 per cent of annual turnover, will be the equivalent of £30,000 per year.

In normal times America has always been the most constant customer of the Irish linen manufacturer. That this market is capable of substantial development is firmly believed by those responsible for the campaign, which will be conducted along vigorous and enterprising lines. The Irish Linen Society will have its own mark of genuineness which only members of the organization will be permitted to use. The promoters are hopeful that by the time raw material becomes sufficiently plentiful to permit a large expansion of the linen trade, markets for the additional output will have been secured.

"Out of a total production valued at £9,400,000 in 1916," said H. E. Taylor, advertising manager of the *Dry Goods Economist*, "the United Kingdom exported to the United States linens to the value of £4,200,000. And most of them came from Ireland. Ireland is the biggest producer of linens in the world, having 951,000 spindles, compared with France's half million, which is well ahead of the number of spindles in either Belgium, Germany or Austria. The United States has for long been Ireland's best customer. America is not a producer of linen. In fact, one of the inter-

esting things about this campaign is that it will not compete with any American industry. The only competition that will suffer will be the competition of carelessness that loosely applies the term 'Irish' to all linens, whether they come from Belfast or Berlin.

"The commercial history of Irish linen is intimately interwoven with the history of war—the Civil War and the recent European conflict. It dates back to 1861, when cotton was shut off from the English looms and a sudden demand was created for linen fabric. With that opening a greater acreage was sown to flax and added capital came into the field, naturally resulting in a big increase of spindles, looms and mills. Not only did Ireland share in this expansion, but shared abnormally. She developed so fast and to such an extent that she finally took over much of the linen field previously occupied by England and Scotland.

IRISH LINEN TO THE FORE

"In 1850, England, Ireland and Scotland each produced approximately one-third of Britain's output. By 1865 Ireland was producing about as much as England and Scotland combined; and in 1917 Ireland had 951,158 (about 85 per cent) of the British linen spindles, 37,176 (about 65 per cent) of the power looms, and converted to commercial use over 40,000 tons of flax that cost from \$1,000 to \$1,400 per ton. Of this flax, the home production was about 15,000 tons, while about 25,000 tons was imported—chiefly and surprisingly from Russia.

"In 1866 Great Britain exported over 250,000,000 yards of linen piece goods, nearly twice its 1860 figures, and the highest point ever reached in the history of the industry. But while the total Brit-

ish output has since declined, the Irish output has greatly increased, until to-day it is hard for anyone who thinks of linen not to think of Irish linen. Linen has come to be woven into the very life of Ireland and has become its great staple industry.

"Here is pride of industry manifested in its every phase. The flax grower is no less proud of his stand of long fibre, than the spinner of his fine yarn or the weaver of his beautiful damask. From father to son and from mother to daughter, generation after generation, have passed a skill, a knowledge and an appreciation and love that are woven into all true Irish linen, that have made it the world's standard, and have given it its sentimental as well as its intrinsic value. Linen is to Belfast what cotton is to Fall River.

PATTERNED AFTER AMERICAN ASSOCIATION CAMPAIGNS

"Until recent times, it must be admitted, however, the industry has been in a sadly disorganized state. Plants have sprung up among which there has been no active co-operation, either to stabilize conditions or to promote the demand for Irish linens. Inspired by organizations such as the California Fruit Growers' Association, a campaign was started to weld together these unrelated units in the early days of the war. It was slow work owing to trade regulations of the British Government and local relationships. But one by one the objections were met, and then the exigencies of war began to exert pressure from another source. The production of airplanes in England reached a staggering figure, creating an immediate necessity for standardization of yarns, weaves, etc., as well as business practices. This proved the value of co-operation, and co-ordination for research eventually crystallizing in the formation of the Irish Linen Society, which will not only continue its research and welfare work, but also build friendly sentiment through advertising."

As is well known, the imports of Irish linens were finally shut off entirely during 1918, owing to production being placed on a 100 per cent war basis. Over a million and a half yards of war linen were fabricated each week, a great deal of it being used for airplane wings. The present price of flax is another factor to contend with—and which requires sales development work of the most active kind so consumption will not be retarded. Raw flax that sold in 1914 at about \$500 a ton, sold in 1917 for \$1,200 per ton and in 1918 for \$1,500 per ton. This was not only due to increased demand, but also to abnormal weather conditions.

It is a question whether there is at present sufficient flax in the world to supply until next flax harvest the limited number of spindles in operation. The Government has guaranteed the farmer a high price for this crop, upon which reliance will have to be largely placed to keep the Irish trade going until next autumn.

While the Government's special requirements have practically ceased, buyers who are waiting for the "slump" in prices which they believe is going to follow the demobilization of the forces will get left because of the reopening of all the foreign markets, and the supply of a more liberal amount of transport tonnage for trade purposes.

For the reasons already set forth there is no possibility of such a "slump." With Irish flax prices remaining at the maximum, and with no prospect of cheaper production as regards labor or any other important factor, prices will remain high for 1919 at least. So the trade must broaden and develop its market; the whole distributive industry must be reconstructed to meet the requirements of the newer and broader market. It is for the market of future years that this promotion effort will be specially directed and concentrated.

The linen trade is in a position now to act unitedly in solving its future problems. Its various de-

partments have been drawn closer together during the war, and many important steps have been taken towards the consolidation of this union, so that the several departments will in future use their energies in helping each other instead of in fighting each other. The campaign will centre around the popularizing of a "hall-mark," the exact style of which has yet not been determined. It will, however, take the form of a guarantee of genuineness without interfering with independent private trade-marks. The introductory phases of the campaign are now appearing in trade papers to instil confidence on the part of merchants in their linen departments before the buying season opens. Later, direct merchandise promotion will follow. The first advertisement is especially interesting because it indicates the keynote of the trade campaign to create favorable sentiment for Irish linens:

"One of the great romances of the war is that of the industries suddenly challenged to a death struggle, organizing in incredibly short time, and relentlessly overwhelming the industries of central Europe long prepared and cunningly co-ordinated for this war of material forces that was to conquer Europe, at least, before her industries could come to the support of her infantry. Few yet know how narrow was the escape—and those few shudder. We shall all shudder when we finally get the facts and learn of the veritable industrial miracles.

"Think of boys coughing their lungs out but pumping lead while they waited for gas masks that had not yet even been thought of! Think of them hiding in dug-outs from almost unopposed swarms of airplanes that swept the trenches and roads with fire and bombed the precious small ammunition dumps!

"But the gas masks came and so did the airplanes and tanks and other things that put the Boche's 'wind up.' The allied capacity of 40,000 airplanes per annum and the 70,000 tanks on order for spring delivery are only two of

the things that made Germany horror-stricken at the thought of further fighting.

"The part played by the linen industries of Ireland was no greater, perhaps, than that played by other allied industries, but that part was vital and difficult and successful. General French, first Commander-in-Chief of the British forces, said, *'The victory in the air was won on Belfast wings.'*

"American merchants should know that story of Irish linen wings and also of the benefits which the war brought to the linen industries and which shall be preserved and shared with you. You should know that the war's ever-increasing demands for linen were met; that the Irish linen world united to perfect its organization and methods—then concentrated on Government orders exclusively. And you should know also that the linen industries freely gave their manhood and money despite the fact that they were denied the advantages and the honor of conscription."

AIMED TO STRENGTHEN WHOLE INDUSTRY

The advertising to the consuming public is still in the preliminary stages, but it is understood that of the \$150,000 per year, about one-third will be expended for trade publicity, while the remaining two-thirds will be used for the cultivating of consumer good will through national mediums. The name of the advertising agent handling the account has not yet been announced.

"The campaign is one of long preparation," Mr. Taylor tells PRINTERS' INK, "and we are getting right down to fundamentals. It will aim to be basically informative and educational. Pressure will be put where it is most needed, and by proper co-operation the campaign will help the distributor, consumer and all branches of business associated with the linen industry. The figure of \$150,000 per year is the guaranteed minimum for three years and will probably be increased as the campaign develops."

Summed up in a few words, the purpose of the organization will be: To increase the uses of good linen by promoting a wider knowledge of its many virtues. To establish a guarantee of genuineness that will not conflict with individual brands and that will not be applied to any linen unless it comes up to the standards of excellence that will be determined; and to share the benefits of co-ordination, standardization, research and promotion with all who produce, distribute and consume true Irish linen.

In commenting on the campaign, newspapers in Ireland present another interesting set of reasons for stimulating the manufacture of linen. "The object is one which certainly ought to have the sympathy of the entire public of Belfast. Shipbuilding and linen manufacture have been 'industrial twins' in the city's progress for a good many years. Shipbuilding is at the present moment being made the subject of tremendous developments. Extensions of the local works are being completed which will mean the addition of 7,000 or 8,000 men to the number of those already engaged in the industry. A similar development of the linen trade would be most desirable, for then the 'twin' arrangement would be continued uninterrupted, and employment would be found for the female members of the thousands of families added to the population of the city by the coming reinforcement of the ranks of the shipyard workers."

Five- and Ten-Cent Grocery

An interesting experiment in the retail grocery field is about to be tried out in Philadelphia, where the first of a chain of five- and ten-cent grocery stores will soon be doing business. It is owned by the "Liberty Five- & Ten-Cent Grocery Stores, Inc.," which is said to be a Delaware corporation with an authorized capital of \$100,000.

The application of the five- and ten-cent store idea to the grocery trade does not mean that goods will be sold there on an extraordinarily cheap basis. Instead, goods will be wrapped in small packages for the convenience of customers who may desire to purchase food-stuffs in limited quantity.

American Ships Will Have Hard Course to Sail

MOTOR VEHICLE PUBLISHING COMPANY
NEW YORK, Feb. 10, 1919.

Editor of PRINTERS' INK:

I have noticed your article in the issue of PRINTERS' INK of January 16th on the ships required for our foreign trade.

This article is curiously silent on the question of how we will be expected to use these ships after we have them.

The trade unions have succeeded by the peculiar influences they are able to bring to bear in Congress in having such drastic laws passed with respect to the manning of ships that no American ship can compete successfully with a foreign ship.

The only way that the United States can have a Merchant Marine at all is for Congress to subsidize the companies owning ships, or else have the Government of the United States run the ships at a loss of millions of dollars each year to be made up by the taxpayers.

Congress has always frowned on subsidies, and probably always will. Under the circumstances it seems unwise for this country to spend large sums of money to build ships which cannot be operated in competition with the ships of any other foreign country.

Only recently, as you may possibly have observed, the Clyde Line, which has been operating to Southern ports for a quarter of a century or more, has found it necessary to give up the business. The laws now in force have placed so many obstacles in the way that this line sees no chance to go on except at a loss.

M. T. RICHARDSON,
President.

Canned Clams Now Advertised

The Shaw & Ellis Company of Pocologan, New Brunswick, is advertising in Canada its "Indian Chief" brand of clams in cans. The advertising states that "Indian Chief clams are sealed without solder or acid the very day they are taken from the bed." The package containing the clams carries on its label a picture of the Indian warrior, Chief Pocologan.

Grocery Restrictions Off in Canada

The Canada Food Board recently announced that its system of requiring licenses from wholesale and retail grocers has been abandoned. All licenses at present in force are automatically cancelled, and merchants entering the business from this time on will not need to secure a license.

With Fulton Motor Trucks

C. M. Strieby, formerly with the Smith Form-a-Truck Company for over two years, has been placed in charge of the advertising of the Fulton Motor Truck Company, Farmingdale, N. Y.



"No people ever faced such great opportunities for individual and general prosperity as do the American people. Are we about to fritter our opportunities away in a contest over an additional one per cent. return upon capital or an additional twenty-five cents a day to labor?"

So says VICE-PRESIDENT THOMAS R. MARSHALL concerning "The Outlook for American Prosperity," in the current issue of Leslie's. The man at the head of our government, during the President's attendance at the Peace Conference, surveys from the Nation's Capital the prospect for general prosperity in peace.

America's influence on the world's merchant shipping was expected to be largely felt. Leslie's London correspondence describes how EDWARD N. HURLEY's proposals have startled England.

From France, Leslie's correspondent reports the European attitude toward the specific points of PRESIDENT WILSON's plan.

Red tape—plain language for bureaucracy—threatened to hobble our steps toward preparedness. EUGENE W. LEWIS, who came from civil life to be one of Secretary of War Baker's staunchest supports, shows how business brains swept aside official cobwebs, inaugurating a reform which is still to prove its value in these days of readjustment.

These are four of the feature articles which deserve your attention in the February 22nd issue of Leslie's Weekly. The pages of pictures are fresh from the centers of present world interest. The regular departments analyse the situations in the nation's commercial, political and civil life.

What is best and latest of world news, what is of prime value to intelligent readers, goes regularly to Leslie's 500,000.

\$5 a Year

Leslie's

Illustrated Weekly Newspaper

L. D. FERNALD, ADVERTISING DIRECTOR
New York—Boston—Chicago—Seattle

STRAIGHT AHEAD



IT REQUIRED the most stupendous campaign in the history of advertising to divert the American Nation from a basis of peace to one of war. It will require the same heroic treatment to restore our business to the pre-war basis. This means

White Mountain Enamel

For Illustrated Catalogues

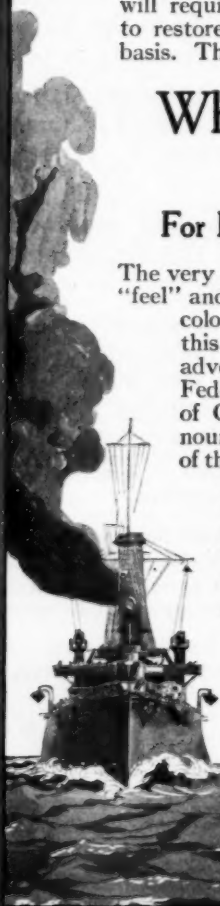
The very appearance of this paper, its "feel" and the flawless perfection of its color suggest quality and project this suggestion to the commodities advertised. The official organ of the Federation of Process Engravers of Great Britain editorially pronounces "White Mountain"—"One of the very best papers we have ever seen for colour and black and white half-tone printings". A postcard will bring you a White Mountain demonstration book.

The Whitaker Paper Co.

CINCINNATI, OHIO

BOSTON
DETROIT
BIRMINGHAM
NEW YORK

BALTIMORE
ATLANTA
RICHMOND
CHICAGO



Social Solidarity or Bolshevism?

By Jeremiah W. Jenks

Research Professor of Government and Public Administration, New York University, and Chairman, Board of Directors, Alexander Hamilton Institute

[EDITORIAL NOTE:—Professor Jenks was Special Agent of the United States Industrial Commission on investigation of trusts and industrial combinations in the United States and Europe, 1899-1901 and consulting expert of the United States Department of Labor on the same subject; special commissioner of the War Department to investigate questions of currency, labor and internal taxation and police in the Orient, 1901-2; special expert on currency reform of the Government of Mexico, 1903, and member of the United States Commission on International Exchange in special charge of reform of currency in China in 1903-4.]

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IN Mr. Babson's letter of November 19, 1918, entitled "The Lesson of the War," he seems to fear a serious spread of Bolshevism in the United States. Highly as I think of Mr. Babson's opinions, I do not join in this fear. My reasons are chiefly because I do not accept his premises. He says, for example, that Germany failed because her Government had not the hearts of her masses. He doesn't think the war was won by marvelous military strategy. He believes the Allies succeeded because they were longer able "to hold their own masses in check."

In my judgment, had Germany been winning instead of losing, her Government would have held the hearts of her masses. It was the marvelous military strategy of Foch that defeated the armies first and discouraged the German masses.

Again, I do not believe that the masses in the United States need to be held in check. Doubtless many individuals, even amounting to thousands, misled by false information, by ignorant outcries, do wish Bolshevism, but the great masses of the soldiers who fought and of the working men and women who backed them, were fighting for their ideals—their brains and their hearts were with the Allies. They do not need to

be held in check. It was they who pushed our Government into the war.

Again, the implication that there is a real conflict between the producers of property and the inheritors of property is a mistaken one. I quote:

"If we are willing to let the brain and manual workers of this country peaceably retain the prestige and privileges which the war has given them—if we are willing to run the country in the interest of the producers of property rather than the inheritors of property, then we can head off disaster. *If, however, the financial and business interests of the United States and Allied nations attempt to return to pre-war economic conditions, then there surely will follow an explosion.*"

Our producers of wealth include manual workers, brain workers, manufacturers and capitalists. The number of our inheritors of property who are not themselves active in producing wealth is very few. As a rule, if they are not active in production their wealth is soon squandered. And even if a few individuals are idle, the great bulk of their wealth is being used continually in active production of which wage-earners receive a very large proportion.

I should not expect Mr. Babson to think that wages are paid out of profits. He surely recognizes the truth that wages and profits and interest are all paid out of the product of industry, and in the great majority of cases, the largest proportion of industrial earnings ultimately goes to the wage-earners.

The country should be run in the interest of the producer of prosperity—of all the producers, including the wage-earner. It should also be run in the interest of the consumers of wealth, many of whom, especially children and

the aged, are not active producers but who none the less deserve consideration.

I quite agree that there can be no "return to pre-war economic conditions." This is chiefly because the business conditions, the economic conditions of all kinds will be so new and strange that there must be an entirely different method followed both in the production and distribution of wealth. I do not think, however, that there need be any very serious social change. Nor is it likely there will be any very material change in the methods and purposes of the producers of all types. The war has, I trust, raised and ennobled the ideals of employers and workmen alike, but both sides will probably still think first of their own interests.

One great result of the war, however, should be to enable both sides to see far more clearly than they have ever seen before that the wisest method for both to get an increased amount of the product of their skill and toil is through friendly co-operation brought about by sane judgment. I know our workmen, our trade-unionists, our employers too well to believe that any large numbers of them are in danger of yielding to the insane ideals of Bolshevism. Indeed, any careful observer knows that one of the chief bulwarks against such mad ideals has been the sane, steady opposition of the trade-unionists who, in these particulars, have properly joined hands with the sane, just-minded employers. As this common action has prevailed heretofore, I believe it will prevail in the times to come.

Mackintosh on LaSalle Staff

Charles Henry Mackintosh, associate national director of Four-Minute Men during the war, has joined the staff of the LaSalle Extension University, Chicago, as general sales and advertising counselor and editor of "Personal Efficiency." He was formerly president of the Direct Mail Advertising Association.

DeWolff Is Now Space Buyer

T. DeWolff has been advanced to the position of space buyer in the McJunkin Advertising Company, Chicago.

Concerted Action to Get Jobs for Soldiers

THE Chicago Association of Commerce has begun an active campaign for the reconstruction of commercial and industrial affairs in that section. Part of the plan provides for securing jobs for returning soldiers and caring for them until they are able to find regular employment.

President H. H. Merrick of the association wrote Secretary Baker urging that the soldiers be given pay and a thirty day furlough when discharged, as is being done with 6,000,000 men in England and Canada. This work, he said, could be done through the draft boards. Secretary Baker replied as follows:

The United States, in formulating its plans for demobilization, was fortunate enough to have profited by some of the costly experience of others, and by a systematic classification prevented men from being sent to the trenches who later had to be withdrawn and returned to industry essential to the prosecution of the war.

The resources in man power of the United States were not drawn upon to the same extent as those of its allies, some of which were practically stripped of their able-bodied men, their places being taken by women. About 4 per cent of the population of the United States entered the service, while 10 per cent in Great Britain was reported to have served.

It would, therefore, appear that while the elements going to make up our problem have differed quite materially from those of other nations, the means applied, both in the formation of our army and in its demobilization, will bring about the same general results, and for this reason there appears to be no reason to chafe them.

R. H. Aishton, federal director of railroads in the Northwest, has sent out general orders to various railroad managers emphasizing the importance of restoring returned soldiers to their former positions.

Appointment by "Soft Drink Journal"

Howard D. Clark, formerly of Insurance Research and Review Service, Indianapolis, has become advertising manager of the *Soft Drink Journal*, Chicago.

Bridgeport Resumes Its REAL Work and Growth Now That It's Done With War

Its Latest Step in Progress is the Bill Now Before the Connecticut Legislature Providing for

"The Port of Bridgeport"

which would make Bridgeport Harbor one of the best on the Atlantic Coast with Bush Terminal and Piers to accommodate 9,000 Ton Ships and Canal connections with the Navigable Housatonic river thus opening up to the World by Water the whole Rich Naugatuck Valley—America's Brass manufacturing Center—and which would firmly establish

BRIDGEPORT

THE WONDER CITY OF AMERICA

As The World's Gateway To New England

—a community, now of a quarter of a million high grade work people—money makers everyone of them—would swiftly double in size and as in the past would be led in its successful strides by those remarkable newspapers

**The Bridgeport Post
and Standard Telegram**

50,000 A DAY CIRCULATION!

Represented by The Julius Mathews Special Agency
Boston ————— New York ————— Chicago

COMFORT'S Full Suit



Dr. A. S. Alexander, of the Wisconsin Agricultural College, supervises COMFORT'S Farm Department. He is an eminent authority, and a practical farmer.



Katherine Booth—Under various pen names she has for years contributed beauty articles to ten prominent magazines and several newspaper syndicates. Her beauty correspondence runs as high as six or seven thousand letters a month. She conducts COMFORT'S Pretty Girls' Club.



Edna Mary Colman is a frequent contributor to COMFORT. After a newspaper experience Mrs. Colman specialized on Washington news, history and features.



Hapsburg Liebe—born in the mountains of east Tennessee, served in the army at 19, back at work as a band saw fitter at 25, but always hammering away at writing, he finally arrived,



Jesse Grant Roe—editor of the Home Lawyer Department. He is a lawyer, practicing in New York City. He was graduated from Phillips Andover Academy, from Lafayette College and from the New York University Law School, with degrees of A. M. and LL. B.

Mrs. Winifred Vinkler has conducted the "In Home" and "Sisters" departments.

THESE PEOPLE serve the interests, lead the thoughts and command the pen. They constitute thirteen tangible reasons why COMFORT suits back copy—and why the magazine so liberally pays its advertisers. COMFORT H

WALTER R. JENKINS, Jr., Representative
New York Office: 1628 Astorian Hall

W. H. GANNETT, Pub., I

Suit of Editorial Trumps

A. M. Goddard is Editor of COMFORT. He is a graduate of Bowdoin College, attended Harvard Law School, is a member of the State Bar and was formerly City Solicitor. He retired from law practice 10 years ago to become COMFORT'S editor. His editorial page is regarded as one of the strongest in America.

Adele Steiner Burleson (wife of Postmaster-General) well-known author of sketches, stories, verse, plays and essays, whose writings are in request by the best magazines, has been a frequent contributor to COMFORT, which has brought out several of her serial stories.

Adin Ballou—contributor to metropolitan dailies and leading periodicals, is a regular contributor to COMFORT besides editing its Information Bureau.

Uncle Charlie (Charles Noel Douglas) is editor of COMFORT'S League of Cousins Department, author of a book of poems now in its fortieth thousand, author and composer of six hundred songs and numerous plays.

Joseph F. Novak—Though a young man, nearly 100 of his short stories, serials and scenarios have won success. He writes many short stories for COMFORT.

Harrison Cady—Mr Cady has done considerable illustrating for COMFORT of late. In his own especial line of work he stands without equal in America and his drawings have added much to the attractiveness of COMFORT. His unique cover drawings have been an especial hit.

Mrs. Kate V. Saint is particularly fitted to conduct COMFORT'S Poetry Department.

Wander Wilkison—For ten years conducted the "In and Around the" and "Times" Departments.

command the confidence of COMFORT'S six million farm and small town readers. its back country folks—they help to explain COMFORT'S subscriber satisfaction COMFORT HAS A SPHERE OF INFLUENCE ALL ITS OWN.

TT, Pub., Inc., Augusta, Maine

FRANK H. THOMAS, Representative
Chicago office: 1635 Marquette Bldg.



Unsurpassed Facilities
Unequaled Service
Unexampled Quality



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What Explains the Poor Returns on This Letter?

Department Store Invites 300 National Advertisers to Participate in a "Nationally Advertised Week" with Poor Results—No Money Asked, but Manufacturers Did Not Respond

HAS the persistent offishness of department stores the country over so deeply discouraged manufacturers that they have finally given up all hopes of getting department store co-operation on their brands? This can't be true, and yet what other explanation is there to offer for the exceptionally poor returns on a letter recently sent out by a department store in St. Paul, Minn.?

Henry Matthies, the advertising manager of Bannon Brothers Co., Inc., of St. Paul, sends **PRINTERS' INK** a copy of the store's letter which is printed below. He wants to know what is the matter with manufacturers that they have responded to this letter so lukewarmly. "It seems to us," he writes, "that every wide-awake national advertiser would jump at the opportunity we are offering him. Please understand that there are no strings, no catches of any kind attached to our offer of free-will co-operation, as outlined in the enclosed letter, which was sent to some 300 manufacturers whose advertising is appearing in leading monthly magazines. The writer will certainly appreciate your opinion in the matter."

THE LETTER THAT FAILED TO MEET WITH HEARTY RESPONSE

Perhaps the readers of **PRINTERS' INK** have an opinion for the ineffectiveness of this letter. The department store is a big outlet, and manufacturers have been usually prompt to accept offers of real co-operation such as this appears to be.

The letter which was sent to 300 national advertisers is as follows:

"BANNON BROTHERS CO., (INC.),
DEPARTMENT STORE, WHOLE-
SALE AND RETAIL.

ST. PAUL, MINN., Jan. 29, 1919.

"GENTLEMEN:

"You know how difficult it is to secure free-will co-operation from dealers. You know the attitude of most department stores towards branded, nationally advertised merchandise.

"We have a plan which will eliminate much of the waste now prevalent—such as improper or negligible use of dealers' helps by merchants.

"We aspire to become an experimental station for the development of better distribution methods for nationally advertised goods. We are willing to make such study and keep such records as may be necessary to give the manufacturer all the information he might desire.

"While not the largest store, we are the fastest growing store in the Northwest, and are located in a community sufficiently varied in nationality and type of individuals to give prospective plans for national campaigns a thorough test. We know many of the mistakes made by manufacturers in publicity and selling methods. The information we have and can secure should be invaluable to those who will co-operate with us.

"As a beginning for a series of activities, we propose to have a Nationally Advertised Week as soon as the event may be arranged.

THE HELP ASKED FOR FROM MANU- FACTURERS

"Nationally Advertised Week will consist of window and interior displays of nationally advertised goods, demonstration booths, distribution of samples, of booklets, and other literature and the showing of manufacturing process by having a loom in the dress goods section, a showing of shoe machinery in the shoe section, and so on.

"We will want to trim our windows with manufacturers' displays, and to have as many dem-

onstrations as possible. Naturally we will favor those who will co-operate with us. We are not asking for advertising money—we are willing to pay all of the advertising expense connected with the event, and only ask the co-operation of manufacturers to the extent that they will help us in putting on the show.

"I will be very grateful if you will give this matter your early attention and let us know your decision as soon as convenient. Please understand that this co-operation is not for one week, but is to be continuous and that the function of the week is merely to start the campaign in the proper way that it may have the necessary impetus for a successful conclusion. This is an average store in an average community, handling average merchandise and if co-operation means anything in the way suggested, the matter is worthy of your consideration.

"The date of the proposed Nationally Advertised Week has not been definitely settled, but the last week in February has been tentatively agreed on.

"Please let us hear from you at once, letting us know to what extent you will co-operate with us.

"Very truly yours."

Ralph Barstow Teaching Advertising in France

Ralph Barstow, formerly sales manager of the Check Sales Division of the Todd Protectograph Company, Rochester, N. Y., now with the Y. M. C. A. in France, is giving a course in advertising and in salesmanship at one of the big camps just outside of Paris.

In a letter to his former company he tells of the success that he is having. He writes:

"By intent, I merely announced the two courses, one in advertising and one in salesmanship. I wanted to see how much natural interest there was without fanning the flame—it was lucky I did. The schoolroom will hold thirty-six men comfortably, and on the open-

ing night we crammed over ninety men in! Next day, we took out a partition and added another section, so we have room now—comfortably and interestingly crowded. The salesmanship class took the lead—we had 112 enrollments from the enlisted men and 72 in the advertising.

"The officers have not patronized the 'Y' extensively in the past, but I went after them and got together about thirty of them. They looked and listened to my siren song with great suspicion. Most of them decided to stick and we are performing to an increasing audience every night. One thing that pleased me greatly about the officers was that architects, engineers, chemists and other professional men took the course, saying they realized that the weakness of their present training and schooling lay in the fact that they did not know how to sell their services nor put over their ideas easily. That's good talk, and they've made good students.

"Now the whole scheme of this work is not to turn out finished advertising men nor even finished salesmen—you know me, Al—but to give these men a survey of the whole field; to show them what these two great fields mean in modern life; to give them a taste of the various sub-divisions so that they can later take up special work in some branch they find themselves drawn to; and to let them see clearly where and how each type of worker in the field fits in and co-ordinates with the others. I am going to collect testimonial letters from each and several before they or I leave to keep as my souvenir of the war. What Ol' Doc' Barstow done for me!"

After Mr. Barstow gets the classes going, he will leave a teacher in charge and then start in organizing other camps in the same manner.

Lieutenant Max Enelow has been discharged from the Army and resumed his duties with the Gundlach Advertising Company, Chicago. He was in the 11th Division, stationed at Camp Meade, Md.



"I never realized what it would mean to them to see a girl from home"—ELSIE JANIS.

ASK any soldier who was Overthere when the fighting was thickest the name of the Most Popular Woman in the World.

In nine cases out of ten, he will answer without hesitation—

Elsie Janis

FOR six full months this brilliant young actress spent her whole time with the American soldiers in France—singing to them—dancing with them—visiting the sick and cheering the weary.

Now she has written it all up in her own inimitable way. Yes, she wrote it herself—there are better "lines" in her war story than in any of her plays.

THE "Big Show" by Elsie Janis is unique. Whole libraries of books have been written about fighting, about strategy, about death and misery. But here is a woman's story about our American soldiers—it's as plucky, as cheerful, and as characteristically humorous in the midst of danger as were our boys themselves.

You will find the opening chapters of the "Big Show" in the new February number of

Hearst's

A Magazine with a Mission

WINTER LADY
AL KALAN
Sunday Night
RAYMOND
ALICE
MARY
THE KING
THE ROYAL
IN ROYAL
KING
UP IN MADE
REPUBLIC
FLORENCE
ROADS of
MANN & J.
KORROD
WHIZARD
Courtney
COLLIER
KALAN
ASTON
EAST-1
Keep TO
THEY
JANE
The Cross
BACON
Tea
WHITES
LITTLE
JANIS
CENTRAL
SOME
NEW AMSTER
THE GIRL BEHIND
Ziegfeld
STUART
THE LAUGHTER
THREE FA
MAYNARD
The Big Ten
Pavilion
New York
Cord to J.
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exhaustion
a tragedy
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Reviews
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1071
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ristal
60", 44 1/2
This paper
reem each,
\$.50
P. O. R.

Blind Soldiers to Run Chain Stores

Harold Whitehead's Plan Accepted by the Government—Stores Run in Connection with Red Cross—How Financed—These "Victory Stores" Will Sell Candy, Cigars, Magazines, Etc.

THE United States Government is going into the chain store business! Here's the why and how of it.

Early in the war when reconstruction and rehabilitation work among blind and crippled soldiers was first being talked of, Professor Harold Whitehead, of Boston University, wrote to Washington offering his services in this work. He also offered, if the Government would place him in touch with a number of blind men already at work, that he would guarantee to double their capacity and incomes in a year.

The offer was accepted by the authorities. Mr. Whitehead, who, by the way, is well known to readers of *PRINTERS' INK*, through his articles in these pages, took hold of some sixteen blind men. He talked, lectured and planned for them. So successful was the experiment in every respect that the authorities in charge of reconstruction work among blind and crippled soldiers induced Mr. Whitehead to resign his position in Boston.

He has been placed in charge of the large Government hospital No. 7, at Baltimore and is also in charge of a wonderful plan for the benefit of blind soldiers that the Government is to undertake in connection with the American Red Cross.

This plan is known as the Red Cross Institute for the Blind, though the name will probably be changed to the National Institute for the Blind.

A series of chain stores, run by the Government in connection with the Red Cross, is to be established. A store is to be opened in the town where the blinded soldier has his home. The soldier

is to be the manager of the store, and he is to be taught how to manage the business by means of a system devised and perfected by Mr. Whitehead. The chain of stores is to be financed by a sum of money running into seven figures, that has been raised by Mr. Whitehead by personal solicitation, lectures and talks that he is engaged in giving all over the country.

These Government chain stores are to be known as Victory Stores, in reference to the victory over helplessness achieved by their blind managers. The stores will sell cigars, candy, magazines and other articles. They will have competent help besides the blind manager and be carefully managed under a staff gotten together by Mr. Whitehead.

It is expected that after all the blind soldiers have been taken care of, civilian blind persons will be helped and made useful citizens by being taught to become competent managers of Victory Chain Stores.

Arjay Davies Head Grocery Merger

Three large wholesale grocery houses in Northern Pennsylvania have just combined as the Davies, Straus & Stauffer Company. Arjay Davies, president of the new corporation, is also president of the National Wholesale Grocers' Association. The three main houses at Easton, Bethlehem and Allentown will be continued, but three branches will be closed.

It will be the aim of the new grocery company to cut down expenses of distribution. In the past three sets of salesmen have been required and three stocks of goods were maintained. It is reasonable to suppose that a smaller number of road men will now be required and that the amount of goods stocked can be considerably cut. Moreover, the new jobber will buy in larger quantities than has been possible in the case of any of the previous competitors and any difference in manufacturer's price will be in favor of the new and larger concern.

Richard B. Franken With Street & Finney, Inc.

Richard B. Franken has taken charge of the statistical and research department of Street & Finney, Inc., New York.

The Arrows of Trade Point to the Foreign Countries

Your markets are there. Get your share of this trade. In this period of Reconstruction the foreign countries are looking to America for their supplies and equipment. The time is now here for you to put your story before these big buyers just as 1200 AMERICAN EXPORTER advertisers are doing.

The one thorough way to spread your message in all these foreign fields is through the columns of



4
Editions

AMERICAN EXPORTER

It is published in four separate editions, in the four trade languages of the world—English, French, Spanish and Portuguese. Its columns enable you to reach the very concerns who are the biggest buyers of American goods abroad. It offers you a thorough service that includes:—

1. Advertising in all parts of the world.
2. Translations of letters in any commercial language.
3. Commercial reports on foreign merchants and business houses.
4. Selected names of houses in any market abroad.
5. Subscription to a confidential Weekly Bulletin containing foreign trade opportunities, export news, etc.
6. Ad writing service in preparing copy.
7. Our Editor, Mr. B. Olney Hough, is now in France and will later visit Belgium and Italy, reporting trade conditions and preparing lists of the "Who's Who" in all lines in these countries. Such a service is timely and valuable to you.

The practical value of this service is proven by the fact that this is the second largest journal in the world in number of advertisers. In the past five months its pages of advertising have increased 60%.

Let us send you sample copies, rates and further details

AMERICAN EXPORTER
17 Battery Place, New York

THE Baltimore Sun

In the Year 1918

50.7% ^{OF ALL} **Automobile
Advertising**

published in Baltimore
Newspapers* appeared
in

The Sun
(Morning & Sunday)

This total includes 44
per cent. of the display,
and 63 per cent. of the
classified Automobile
Advertising.

*Morning and Sunday Sun, Morning and Sunday American, Evening and Sunday News

Paid { 162,600 Daily (Morning and Evening)
Circ. { 120,900 Sunday

January, 1919, Average

More Automobile Advertising

**8500
LINES
MORE!**

Was published in the Auto-
mobile Show number of

THE Baltimore Sun

Sunday, February 16

than was carried in the
special show numbers of
all the other Baltimore
newspapers combined.

Automobile Lineage in Show Numbers

Sun 71,472 Lines
2nd Paper 36,857 Lines
3rd Paper 26,054 Lines

This shows strikingly
the leadership of The
Sun in automobile ad-
vertising.

In addition to the
splendid showing in au-
tomobile advertising,
The Sun published in

its regular sections last Sunday 302 columns
of general advertising (display and classified)
making in all—

*an issue of 100 pages containing
more than 540 columns of advertising*

Paid } 162,600 Daily (Morning and Evening)
Circ. } 120,900 Sunday

January, 1919, Average

Self-Interest the Main Sales Appeal of 1919 War Savings Campaign

Advertisers to Be Asked to Help Promote Thrift Movement

SELF-INTEREST is the pre-dominant selling appeal in the 1919 War Savings Stamps campaign. Two other motives will be emphasized, that of the Government's post-armistice financial necessities and the other that of practical every-day patriotism. In 1918, the win-the-war appeal sold over a billion dollars' worth of stamps. It was realized, however, now that the war has been won, that no stronger reason for systematic saving could be advanced than the natural desire of every normal person to get ahead in the world.

The 1919 drive got well under way on Franklin's birthday, January 17. That event was heavily capitalized. The thrift gospel of Poor Richard was preached from press, pulpit and market place. Franklin is the guiding spirit of this year's campaign. The stamps bear his picture. His practical, get-along philosophy furnishes the basis of much of the advertising copy that has been planned. It is expected that the widespread promulgation of Franklinisms will greatly influence the continuation of the saving habit so well begun by the American people during the war.

Since Franklin day further details of the war savings organization have been perfected. Carter Glass, Secretary of the Treasury, has established a Savings Division in the Treasury Department War Loan Organization. The Governors of the twelve Federal Reserve Districts have been asked to set up special savings machinery in each district. To these Governors have been given the responsibility of selling the 1919 issue of the stamps. They also are to conduct the campaign of thrift education in their territories.

In this work each Governor will be represented by a Government Savings Director, who will

be directly responsible for the direction of all sales and education activities. "He will have such assistants at his headquarters and in the field as are needed," as a Treasury bulletin announces, "and will conduct his campaigns through State and local Savings Directors, functioning in accordance with different local forms of organization through county or community chairmen or committees, each charged with stamp-selling functions and dissemination of the thrift propaganda."

The Savings Division at Washington will act as a general service bureau and will aid the district organizations in every way possible. It will supply copy and other selling material, although each district is free to use its own methods. Electrotypes of the Franklin symbol, thriftograms, acrostics and other advertising devices will be furnished to advertisers who desire to co-operate in pushing this thrift movement.

NO SUMMONS TO HOARD

When the 1918 campaign was started there was considerable criticism of some of the arguments that were used to sell the stamps. It was intimated that spending was foolish. This, of course, hurt business. No such criticism can be made of this year's arguments. The foundation of the sales appeal is that saving should be intelligent, and intelligent saving means "wise spending." In defining wise spending the Savings Division says:

"This means spending preceded by thought to make certain that the purchaser gets his money's worth in commodity, comfort, service, recreation, or advancement. It implies the balancing of all needs, present and future, and of the means of meeting these needs, and then spending in such a way as to meet the most urgent

needs. In essence it is a sort of budget making. Wise spending sees to it that all the income is not spent on the first needs or desires lest other more urgent needs or desires appear. The determination of what is wise spending must rest with the individual, but he must be helped to overcome the temptation to satisfy present needs to the neglect of future needs. On the other hand, urgent necessities of to-day must not be neglected for the petty ones of to-morrow. Provision must be made for the rainy day and unforeseen emergencies, but economic stability implies also some capital with which to turn around, or to take advantage of opportunity."

Some of the thriftograms suggested by the Savings Division show that it is not the intention to promote miserliness. For instance:

"Debts are the poorest spectacles through which to read advertising."

"Intelligent saving is accumulating foolish money into future substantial wise buying power; it is postponed enjoyment."

"The thoughtful quarter seeks definite merchandise—the advertised sorts; seeks definite merchants—the advertising sorts."

People are urged not to spend foolishly. They are told to save for a rainy day, for old age, for insurance, for income, for a home, for an education and, in fact, for any substantial, well considered purchase.

Not in Any of the Cable Codes

Readers of the article upon "Codes That Cut Costs in Export Selling" in *PRINTERS' INK* of February 6 will be interested in the incident reprinted below, from "Proofs," the house-organ of Lee S. Smith & Son Mfg. Co. To some of them the thought will immediately occur that Mr. Davis probably thumbed all the standard code books before calling for help.

Mr. Joseph Davis, the London representative of Lee S. Smith & Son Mfg. Company, ever since the world war broke out in 1914, had made strenuous but unsuccessful efforts to visit the Pittsburgh headquarters of the company, but repeatedly wrote that he might be expected immediately upon conclusion of peace between the warring governments.

The general manager, therefore, on the 11th of November, that greatest day in all history, sent a cablegram to the English representative of the company reading as follows:

"Congratulations. Hurry over.—Linford."

The European cables being very much congested at that time with Government business, five or six days elapsed before the following reply was received:

"Thanks for congratulations. Some victory. Sailing first available steamer.—Joe."

Upon receipt of this message, the G. M. cabled the one word "Attaboy," feeling sure, in view of the number of doughboys that have landed on English soil during the past year, that the message would be clear, although there were some members of the organization who predicted that it would be unintelligible.

About a month later, this letter reached the general office.

"W. Linford Smith, Esq.,

Pittsburgh, Pa.

My dear Linford:

I am today in receipt of a cablegram from you, dated the 23d which reads as follows: 'Attaboy. Linford Smith.' I cannot find out the meaning of this word. I shall therefore be glad if you will kindly repeat cable as there is evidently some error.

"Very truly yours,
"Joe."

Joins Litchfield Associates

Ralph M. Eisenberg, formerly sales promotion manager of Einson, Inc., New York, has joined the Litchfield Associates, Inc., also of New York. He was engaged for seven years before the war in sales promotion work with the Carbolineum Wood Preserving Co.

S. W. Foran Joins Brearley-Hamilton Agency

Stanley W. Foran, prior to the war advertising manager for the Scripps Booth Corp., of Detroit, has resigned his commission as an Army aviator and joined the organization of the Brearley-Hamilton Co., Grand Rapids, Mich.

W. J. Paynter With Cross Agency

W. J. Paynter, for several years in the copy department of N. W. Ayer & Son, Philadelphia, but for the past year in the Ordnance Department at Washington, is now with the J. H. Cross Co., also of Philadelphia.

Lantern Slide Makers Combine

Four manufacturers of lantern slides in New York—Novelty Slides, Inc., Greater New York Slide Company, Economy Slide Company and Commercial Slide Company—have consolidated as the Standard Slide Corporation.

What we mean by



Printing Papers

Printers know!

THEY know because many of their troubles come from unstandard papers. An unstandard printing paper is one that is subject to variations in weight, thickness, color, folding properties, and other important qualities.

Variations in thickness and in weight are seldom discovered until the press is running. It's a fine kettle of fish to discover then that the coating or the finish of the paper is below standard, and to realize that the engravings will not always print the same.

It was to eliminate such vexatious variations that we standardized every grade of paper we make.

From the first handling of the raw material to the number of nails in the shipping case, every process in the manufacture is attended by tests and trials to prove that the paper is being made up to the Warren Standard.

Tests for folding, for tearing, for breaking, as well as for weight, thickness, etc., are continually made.



The final test is on the printing press, where a sheet of paper from every case is actually run through the press and printed with type and engravings.

Printed Top Sheet

These printed sheets are the famous Warren Top Sheets, to be found in every case of Warren's Standard Papers.

Whenever a case of Warren's Standard Printing Paper is opened, that printed Top Sheet is evidence that the paper in that case has passed through our testing rooms and is up to standard.

There is a Warren Standard Printing Paper for every important book-paper printing need. They are shown in different weights in the

Warren's Paper Buyer's Guide

In making a dummy, this book is as useful as shears, paste, ruler, and pencil combined. Its pages are full of real suggestions — positive helps. Sent on request to buyers of printing; to printers, engravers, and their salesmen who write for it on their business letterhead.

S. D. WARREN COMPANY
BOSTON, MASS.

"Constant Excellence of Product"

Retail Dry Goods Dealers Establish a Research Bureau

Reorganization Plan of National Organization Provides for an Extension of Service Activities—It Is Backed by Guarantee Fund of Over \$50,000, Already Subscribed

THE National Retail Dry Goods Association at its convention held in New York last week, adopted a plan of reorganization and extension which will greatly increase the value of the organization to the members and enlarge its influence in the mercantile world. A guarantee fund of \$56,425 was subscribed by the members to back up and carry out its plan.

One of the important features of the plan is the establishment of a research and information department. The need of such a department has long been felt by the members. Heretofore the headquarters staff has been inadequate to furnish much of the information desired. Under the new arrangement the research department will conduct trade and other investigations, collect data, issue bulletins and furnish speakers and educational material whenever and wherever needed. It will take up one at a time some of the vital subjects in retail store management or merchandising, such as store operation, organization and finance, the training of employees, delivery systems, personnel, advertising and selling. In fact, this department will be equipped to supply information upon any topic in which a retail dry goods merchant can possibly be interested. A reference library will be maintained in which will be found the best books published on retail problems and the latest articles to be found in current periodical literature.

A publicity department will be established to furnish magazine and business paper articles, films and pictures; to conduct an asso-

ciation magazine and issue bulletins that will be of special interest to the members.

It is not likely that the new plan will be in full operation before the end of the year, as it involves the selection of many new employees, and the opening of more extensive quarters than have hitherto been maintained. Under the new schedule of dues adopted it is expected that with a largely increased membership, sufficient revenues will be provided to carry on the work indicated without calling upon the members for special subscriptions.

Why Company Stores Aren't Liked by Employees

It is the belief of the *Modern Merchant and Grocery World* that the failure of the stores operated by the Interborough Rapid Transit Company of New York for its employees was not due to the fact that no deliveries or credit were given. It says:

"We don't believe it wholly logical to conclude that the failure of this chain of co-operative stores was due to the demand of consumers for service, and their dislike of stores that don't give it. If that theory were sound, the Great Atlantic and Pacific Tea Company and the American Stores Company should have been dead long ago. We don't think the failure due to any such reason. We believe it due to the unpopularity which company stores have always had from the time the first company store was opened until the present. It is based on the belief on the part of the employee that he is being exploited by his employer through the company store. Very often he has been exploited, but certainly in the New York case he was not. Nevertheless, the railway employees have apparently not been able to rid themselves of the same suspicion which has always existed against company stores.

"As we see it, every other theory for this failure except the one here given is completely disproved by the success of the big chain store systems."

Matteson's Work in France

Jesse F. Matteson, president of the Gundlach Advertising Company, Chicago, who is with the Red Cross in France with the rank of captain, is now chief of the business management of the Bureau of General Relief.

Advertising Manager for Gray & Davis, Inc.

A. R. Crapo has been appointed advertising manager for Gray & Davis, Inc., Boston, manufacturers of starting-lighting systems and lamps.



The New— New— New— New Orleans

"Our yesterdays are interesting, our todays are vital."

Many of you think of New Orleans as a city where life is a beautiful blend of joy and good fellowship, of happy ease, and fine foods delightfully served,—where romance revels, where the practical plays second fiddle, if it has a place in the orchestra at all. And perhaps it is yet true, in spots, just as it is of any other wideawake American city.

Now we are going to tell you about another kind of New Orleans, a city of tremendous business activities,—of vast and varied manufacturing industries,—the chief export and import gateway to and from Latin America, today so much in the business eye of thousands of keen manufacturers,—the merchandising and distributing center of an adjacent agricultural district whose crop values have jumped from 370 millions for 1915 to 870 millions for 1918.

More than keeping step with this development, this modernization—for the worst crime its respectful enemies charge against it is tireless, aggressive progressiveness—is

The City's Great Afternoon and Sunday Newspaper

THE NEW ORLEANS ITEM

A fearless, honest, upstanding, forward-going newspaper, with policies actively constructive. The ITEM has been the standard bearer during the past dozen years in every New Orleans campaign for civic cleanliness, decency and progress.

The people of New Orleans are putting their stamp of approval and appreciation on THE ITEM in circulation terms that are unmistakable.

THE ITEM'S promotional work in connecting up retail merchandising and general advertising will be a revelation to those manufacturers and advertising agents who have not yet come in contact with it.

May we tell you all about it? It is a worth-while story.

THE ITEM PUBLISHING COMPANY, Ltd. NEW ORLEANS, LA.

JAMES M. THOMSON, *Publisher*

ARTHUR G. NEWMYER, *Business Manager*

The Associated Advertising Clubs of the World will hold its 1919 Convention in New Orleans.

THE JOHN BUDD COMPANY
Advertising Representatives
Burrell Bldg., New York; Tribune
Bldg., Chicago; Chemical
Bldg., St. Louis



SHIPBUILDING

THE REFERENCE BOOK OF SH

Combining Detailed Information on the
with the Catalogs of Manu

For more than 30 years the Simmons-Boardman organization has been publishing reference books of equipment for the Railroad Industry. This experience has developed an arrangement which, by thorough indexing and cross-indexing, makes instantly available to the user the detailed information desired. The same general arrangement will be followed in the Shipbuilding Cyclopedica, dividing the book into three sections,—Dictionary, Design, and Catalog.

On the editorial staff of the Shipbuilding Cyclopedica are Mr. F. B. Webster, recently a Naval Architect and Designing Engineer for the Emergency Fleet Corporation, and Mr. A. H. Haag, President of the American Society of Marine Draftsmen and Chief Constructor of the Emergency Fleet Corporation. Each of these men has been engaged in Shipbuilding for more than 18 years. They have, therefore, a thorough understanding of the requirements of the Shipbuilding Industry for a reference book of equipment.

DICTIONARY SECTION

In this section the names of all the equipment used in Shipbuilding are arranged alphabetically and the use of each is clearly defined. This also serves as an index to the Design and Catalog Sections.

DESIGN SECTION

This section gives the details of design, equipment and installation. It includes general plans of all the usual types of ships, with detailed plans of machinery and equipment installations; also general plans of shipyards and of their shops, with details of machinery and equipment installation.

Because of the broad scope of this section and the detailed manner in which the information is presented, it constitutes an authoritative reference book on the methods of equipping ships and yards.

SIMMONS-BOARDMAN
NEW YORK WASHINGTON

RAILWAY AGE—RAILWAY SIGNAL ENGINEER—RAILWAY MECHANICAL ENGINEER

CYCLOPEDIA

IP AND SHIPYARD EQUIPMENT

Planning and Selecting of Equipment
facturers Who Can Supply That Equipment

CATALOG SECTION

This section of the Shipbuilding Cyclopedia contains the Catalogs of manufacturers who supply the Shipbuilding Industry—the technical descriptions of their products adapted for use as shown in the Dictionary and Design Sections.

USE OF THE CATALOG SECTION

Each product described in the Catalog Section is referred to by page numbers, opposite the name of the product, in the Dictionary Section. Thus the user of the Shipbuilding Cyclopedia, in planning equipment, is automatically directed to the desired product of a specific manufacturer, as described in the Catalog Section. Here he finds the technical description of the product which meets his requirements.

DISTRIBUTION

The distribution is guaranteed. Salesmen, visiting every important shipyard in the United States and Canada, will insure that the Shipbuilding Cyclopedia is sold to the engineering and purchasing executives—the men who specify and purchase practically all the equipment that is used in the Shipbuilding Industry.

Because of the complete detailed information given and the ready access to this information, the Shipbuilding Cyclopedia will be constantly referred to by these men as a Reference Book of Ship and Shipyard Equipment. The Catalog Section, therefore, gives to the manufacturer an opportunity—unique in its timeliness and in its constant availability to the buyer—to keep before the Shipbuilding Industry a complete description of his products.

We will be pleased to explain in detail how the Catalog Section of the Shipbuilding Cyclopedia can be most profitably used.

PUBLISHING COMPANY

CLEVELAND CHICAGO

—RAILWAY ELECTRICAL ENGINEER—RAILWAY MAINTENANCE ENGINEER

How Willard Looks at the "Service" Proposition

Help Which the Salesmen of This Maker of Batteries Give Dealers

By W. D. Conover

Of the Willard Storage Battery Co., Cleveland, O.

PROBABLY there is no part of an automobile with which the average car owner is less familiar than he is with his battery; at the same time, there is no other accessory from which he expects such unfailing service. His tires he sees and watches daily; familiar with the effect of friction on bearings, he keeps his oil supply up; interested in gasoline consumption, he knows that his carburetor must be properly adjusted. But for his battery he has little thought until it refuses to operate. Out of sight, under the seat or floorboards, it is usually out of his mind.

As a matter of fact, battery performance to a large extent depends upon owner performance. All batteries will eventually wear out. But any well-made battery is fairly reliable if its owner realizes that it is an electro-chemical, rather than a mechanical device, and as such it needs a certain amount of thoughtful care.

Facing these conditions in marketing a product little known and largely misunderstood, the Willard Storage Battery Company several years ago realized that its merchandising problem presented new difficulties. Conditions in its business were changing rapidly. In the early days of automobile starting and lighting the bulk of the battery business was through car builders who bought batteries in large quantities for the equipment of their cars. But motor cars outlasted their initial battery equipment and the Willard company saw the time coming when most of its sales would be made directly to the car owner to replace his initial battery equipment.

This then was the problem. To advertise Willard batteries as bat-

teries, pure and simple; to try to explain their superior construction and design would be a dry subject at best. This would be all right for the motor car designer and engineer but not for the general public. The average car owner does not care what his battery looks like; its appearance is nothing to him. He wants his starter to work and he cares little for what makes it work. He wants battery performance—and this, the manufacturer knew, depended on the care he gave his battery.

Analyzed thus, the solution of the problem seemed to lie in education of the car owner; and education—both of the car owner and the dealer—became the keynote of all Willard advertising and sales effort.

As the market started to change from car builder to car owner, the company realized the necessity of a widespread dealer organization. Here, too, the peculiar nature of the product demanded that these men must be trained experts rather than "just dealers." Not only that but they must be business men to the core, and salesmen as well. To get men of this calibre the company's sales executives knew that their proposition must be financially attractive, so they determined to give each dealer a definite exclusive territory—a territory large enough to provide a good net profit. Then, they in turn demanded exclusive representation. Willard batteries would not be a side line if it could be prevented.

With these conditions in mind the company started to build its dealer organization about five years ago. To-day this organization includes over twelve hundred dealers or service sta-

tions in all parts of the world. Believing thoroughly in the efficacy of education, Mr. Willard demanded that an applicant for a franchise to qualify must have business integrity, commercial experience and financial strength, to mention them in the order of their importance. "Technical battery knowledge can be taught," says R. C. Norberg, general sales manager, "but we can't

his religion, his business religion for six days every week. He is shown that anyone can offer service but that it takes a man with imagination, a man big enough to put himself in his customer's place to really give it.

This propaganda among the dealers is not spasmodic. It is put forth constantly in house organs, organization letters, conventions and in the personal contact of the sales representatives. It has been going on ever since the first dealer was appointed and it is to this educational effort that the rapid growth in numbers as well as in the prosperity of the dealers is due. One of Mr. Willard's service principles is "When the customer is right, we admit it, when the customer is wrong we must prove it."

A curious outgrowth of this policy of education which may be of interest to readers of **PRINTERS' INK** is seen in the attitude of the Willard sales representative toward his dealers. It is not long ago that salesmen were told to "get the business"—business represented by signed orders

rather than future hopes, to get the dealers to "stock up." This done, many manufacturers believed that their sales goal had been reached and ceased further effort. They let each dealer struggle along the best way he could to get rid of the goods at a profit. The company maintains a force of approximately seventy-five men. Two years ago these salesmen were told to turn in their order books. They were instructed that under no circumstances were they to take any more orders. It had been found that these salesmen,



My Standard of Service

When I go any further I want you to know that I'm an actual Willard Service man. The picture shows in the real person. Thousands of our service men are, and will recognize it. I'm advised by the Willard organization to represent Willard Service, and I'm going to tell you exactly what we mean when we talk about our standard of service.

First, meeting every customer means that half way, being really glad to see him, and glad to help him.

Second, being properly equipped to help—thoroughly trained and experienced in all kinds of battery work, construction and repair.

Third, maintaining a real station, a good location, with space in which to do business properly.

Fourth, showing the customer how to open his battery and how to avoid things that will injure it and shorten its life.

Fifth, being trustworthy, to have fair and just charges on knowledge of actual costs, to give good service for every penny, and to carry an adequate stock of new batteries, fitted batteries and repair parts.

Of course, we're honest, and we're not all of us tall, all of the time, but we are honestly and sincerely striving to live up to the standard. We believe Willard Service is the most reliable battery service in America and we're making it better every day.

We welcome your suggestions. Willard Service.

THE DISTINCTIVE STYLE OF WILLARD COPY

teach a man to be honest—he must be that to start with."

Not only is every dealer given the technical, expert battery knowledge which he needs, at a school maintained by the company for that purpose, but he is taught the principles of salesmanship and business methods as well. Most important of all he is being constantly impressed with the vital part which service plays in building up his business. He is taught that "Service" must be more than a word—more than an advertising slogan. It must be

Prove Whether Your

THEATRICAL managers can never foretell the success of a play. They try plays out on the public, continue those that prove popular, abandon the failures.

Advertisers cannot foretell which of their advertisements will make the most sales.

But—advertisers make no “try-outs”.

Street



When for patriotic reasons, the Wm. Underwood Co. had to curtail their output of Underwood Deviled Ham, Advertising enabled their more obscure Deviled Tongue to step into the gap, and hold the sales volume until ham was again obtainable.

Copy Will Pull

They go on spending large sums of money to publish both successes and failures.

A Street & Finney test of a series of advertisements in any campaign of \$100,000 or over, when compared with the actual checking of returns from the same copy, will prove the accuracy of our system of forecasting the sales value of advertisements.

& Finney Inc.

Established 1902

Pay-as-you-enter Advertising

171 Madison Avenue

New York

believing that their positions depended upon the amount of business they turned in, "were devoting most of the time they spent with dealers to getting orders. They were slighting the *education* of the dealer, which in the opinion of the executives of the company was more important than orders.

These men felt that orders would come in in satisfactory quantities from the dealer who was well educated in the Willard business-getting policies. Such a dealer, selling batteries at a profit, would continue to reorder indefinitely. But no amount of sales ability on the part of the company's representatives could get orders from the inefficient overstocked dealer. Therefore, the salesman should spend most of his time with the "weak sister" and help him build his business and improve his methods until he could stand on his own feet.

For this reason the Willard sales representative when he calls on a dealer devotes his time to the dealer and to the dealer's troubles. Has he the proper equipment? Is his shop on a profit-making basis? Does he co-operate with others in the motor car business in his town? Is the dealer using the advertising helps properly?

The representative may find that the dealer is not getting any business from a certain garage, or from a certain agent for motor cars. He immediately investigates but he does not call on the garage with the Willard dealer. The dealer must do that for himself—of course under the coaching of the representative. In this way the dealer soon grows in strength and confidence in his own ability, which is the ultimate result for which the company is striving rather than the immediate orders from that territory.

The same general policy of education marks the attitude of the company towards the car-owning public. Knowing that satisfactory battery experience depends on care, the car owner is constantly adjured to give his bat-

tery the attention it deserves—that is, if he wants it to be "on the job." He is told to put in distilled water at regular intervals. He is warned not to overheat or freeze his battery or run it down to the point of utter exhaustion. These are some of the points which are covered in the advertising which is distributed through the dealer. The battery is shown only incidentally, for no catalogue is published for the layman. The whole effort of the dealer's helps is to show the car owner the necessity of conserving his battery rather than to try to sell him a new one.

Realizing the frailty of human nature and the tendency to neglect such an unobtrusive device as a storage battery, the national advertising of the Willard company goes a step further and urges the car owner to let the service station take care of his battery for him. But what does the service station do for him? A simple test of the specific gravity with a hydrometer will show the general condition of the battery and all that may be needed may be a little distilled water. Advice of a timely nature is furnished, such as an explanation of the effect of cold weather on a battery. No charge for this service is made, and right here is the vital point of contact in which the company is interested.

This *free* service, which of course costs the dealer money, is often regarded by the car owner with a feeling akin to suspicion—the usual fate of the free offer. To offset this the company insists that this service be really free; it must be given not only promptly, but willingly. There must be no taint of "doing a favor" in it. A customer asking for service for which there is no charge must be given the same cordial treatment as the revenue producing customer, "because," as Mr. Willard puts it, "the man who comes in for testing and filling for his battery is a potential revenue producer and a Willard Service Station must realize this fact and act upon it."



Send For This Book *On Four Page Letters*

"Opening Up New Possibilities," the portfolio shown herewith, tells how others are successfully using Display Sales Letters. Get your copy and see how easily you can adapt Four Page Letters to your own business and to *your own profit*.

Foldwell

Coated
Writing

is specially adapted to Four Page Letters. Use the paper that is produced for exactly this purpose—use the stock that will carry your sales message without a tear or break—use Foldwell.

The Four Page Letter enables you to put your sales message on page one—and to visualize your product on pages two and three. Your sales appeal can thus be presented pictorially with all the spread of a broadside folder.

CHICAGO PAPER COMPANY
819 South Wells Street Chicago, Illinois

Send us the portfolio "Opening Up New Possibilities"—we are interested in Four Page Letters.

Company.....

Address.....

Individual.....

The Daily Newspapers of Canada

If

You should investigate Canada from coast to coast—the industry of the people—their individual and national wealth—the possibilities for future expansion in Canadian commerce—the great increase in population that Canada is experiencing and will continue to experience—you would then decide to advertise your products to Canadians through their own native press.

The Daily Newspapers
of Canada

The Daily Newspapers of Canada

If

You should investigate the advertising mediums in Canada—their circulation, prestige and *proven advertising value*—you would select the Newspapers whose names are appended hereto.

NOTE:—These papers do not represent a consolidation. Each paper is a separate and independent publication. Any of these papers (or any recognized Advertising Agency) will give you rates, circulation and full details of any or all of these papers.

Place	Population	Publication	Place	Population	Publication
Halifax	53,000	Herald & Mail	Toronto	525,000	Star Telegram
St. John	55,000	Standard	Regina	26,105	Leader
Montreal	750,000	Star Gazette	Saskatoon	21,054	Pionix Star
Quebec	100,000	Telegraph	Calgary	56,302	Albertan Herald
London	60,000	Advertiser Free Press	Edmonton	53,794	Bulletin Journal
Winnipeg	225,000	Free Press Tribune	Vancouver	97,995	Province Sun
Ottawa	101,795	Citizen Journal Dailies	Victoria	45,000	Colonist

The Daily Newspapers of Canada

Forty Questions About New Export Markets

Samples of the Queries Now Pouring in upon Washington for Answer
—Wide Range of Interest Shown

THE mail that is daily pouring in to the United States Bureau of Foreign and Domestic Commerce reveals in significant fashion the keen new interest in possible foreign markets of our manufacturers.

What countries are our manufacturers interested in? Along what particular lines is the information wanted? How shall the inquiry be phrased in order to get the most help from Uncle Sam's bureau?

Here's a collection of forty queries selected for PRINTERS' INK from one batch of incoming mail by the Director of the bureau:

"We desire to obtain some information from your good department regarding what outlet the Island of Madagascar has had for its production of lima beans and other beans during the last four years, and the aggregate quantity of different varieties in the 1918 production."

"I am interested in tungsten and would like to know how I can get some information as to the extent of the mines that are producing tungsten in China and Japan."

"Are you in a position to give us any information regarding the paper and pulp industry in Norway and Sweden?"

"Being desirous of taking the necessary steps to engage in export trade, may we ask that you forward whatever information, such as lists of publications, data on Consular Reports, and any other facts that will enable us to become more conversant with the subject of export work."

"We are members of the Chamber of Commerce of the United States of America and are large handlers of white cedar telephone and telegraph poles, being producers and distributors of the

same. We maintain large assembly yards at two or three different places where we carry the stock in volume. The enclosed photograph will give you some idea of one of our yards, located at Minneapolis, Minn. We are of the opinion that there will be considerable demand in Europe for our product during the reconstruction. We have never exported any of this material. Have you any call or demand for our class of material?"

"We are manufacturers of sectional bookcases, filing devices and wood and metal flat-top and typewriter desks and supplies for filing devices. We are desirous of making good connections with reliable furniture and office supply houses in foreign countries and we believe there is a large opportunity for us in developing this line in those places. We are attaching a list of the towns and would like to secure what data you have that will be of interest to us."

INQUIRIES ABOUT SIBERIA AND NORTH COUNTRIES

"Will be pleased to receive special information on exporting of goods such as we are producing, to Russia, Siberia and cold countries."

"We make wool hosiery and home knit socks, also woolen mittens. We have already shipped supplies for the Expeditionary Forces of long lumberman's socks and we thought perhaps you will be able to give us information as to what is being done in the way of shipping goods to Siberia principally, also Russia. Also how the handling of these accounts is most advisable."

"We are engaged in the manufacture of electrical fittings, and desire to enter the export field. For some reason we can obtain

very little information as to the method to pursue, or as to the differential between domestic prices and export prices. Does your department have any literature that will assist us in getting our bearings? If so, we shall be glad to have you send us publications as will enlighten us."

"Being interested in the export from this country into Russia and Poland of raw cotton, cotton yarns and cotton goods, as well as woolen yarn and woolen goods, we take the liberty of asking you if there are among your publications some reports or other kind of issues bearing upon these matters?"

"The writer is desirous of securing data concerning commercial trade in Prague and other sections of the new Czecho-Slovak nation and would appreciate any information you could favor me with."

"Will you kindly give me what information you can with reference to the probable demand for shuttle and bobbin material to be exported to England, France and Belgium, vast quantities of which should be required in the reconstruction of the textile industries in those countries. We would like to have the names of the best importing concerns of those countries, and also the sizes that they will demand in the rough material which they will purchase."

"In considering the question of possibilities of exporting cotton batting which we manufacture, it has occurred to us that possibly your department might be in possession of data relative to the export of this product or the possibilities of export and if so, we would appreciate your forwarding to us such information as may be possible."

"We would appreciate very much your furnishing us with such information and data as you may have available on trade opportunities for petroleum and its products with especial reference to lubricating oils and greases, abroad."

"With a view of aiding me in the obtaining of necessary capi-

tal for the installation of a pulp and paper plant in Southeastern Alaska, I would very much appreciate the data covering the annual output of pulp and paper of the British Columbia mills, their output now constituting very largely the consumption of these products in the Pacific Coast States of the United States, logically and nationally the Southeast Alaska market."

"We learned through the War Resources Committee of this city that a firm of contractors in the Canary Islands desires to secure an agency for various products, one of which is galvanized steel pipe, in sizes one-quarter to four inches inclusive. We are manufacturers of such pipe and would be pleased to receive any additional information you may have concerning this inquiry."

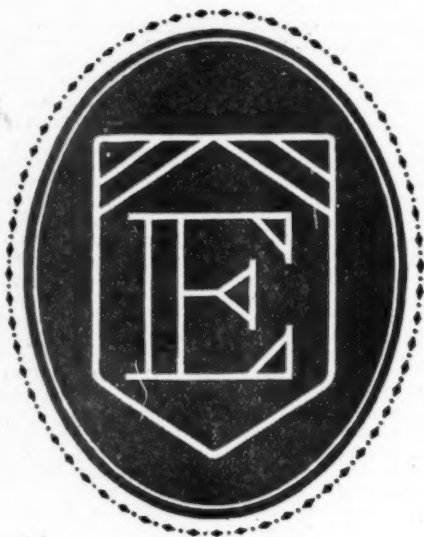
"We manufacture a complete line of high-class portable and stationary vacuum cleaners, small motors and centrifuges, and would appreciate it if you would keep us advised of any inquiries you have for this class of apparatus."

"Will you kindly send to the writer any booklet you might have concerning the organization of export combination permissible under the Webb Law."

WANTS A MARKET FOR OVER-SUPPLY OF SHOES

"We understand that there are going to be placed orders in this country for approximately three million pairs civilian shoes for shipment to Italy. We have on our floor about six thousand pairs of men's dress welt shoes which we could supply on an order of this kind and if you have any definite information in regard to who will make these purchases, how they will be shipped and how they will be paid for, we will thank you to give us this information."

"If available for distribution at this time, would be pleased to have you forward to my office a complete set of standard specifications for various steel products such as rails, splice-bars,



Systems Bond is the standard bearer of a comprehensive group of papers—a grade for every Bond and Ledger need—all produced under the same advantageous conditions—and including the well known Pilgrim, Transcript and Atlantic marks.

SYSTEMS

The Happy Mean

SYSTEMS BOND is the first nationally advertised, nationally distributed paper to seek the "happy mean" in quality and price.

Systems is a rag-content, loft-dried, tub-sized paper. It meets the requirements of service.

Systems is a paper of moderate price. It meets the requirements of careful buying.

Try this crisp, tough bond of truly excellent appearance for your next letterheads. Also ask your printer's advice about using Systems to give a quality touch to enclosures, brochures, and office forms.

Your printer can secure for you free of charge our book on the "Modern Manufacture of Writing Paper," interesting and valuable to the paper buyer. ✓

EASTERN MANUFACTURING COMPANY

Mills at Bangor and Lincoln, Maine

501 Fifth Avenue

New York, N. Y.



BOND

*"The Rag-content Loft-dried Paper
at the Reasonable Price"*

EQUATOR OFFSET

For every grade of paper there is a certain standard — a sheet that combines all the desirable qualities

Equator Offset has a reputation among offset printers and users of being the standard offset paper — The one sheet giving the best printing results and the greatest production day after day the year 'round. Equator Offset is made as a specialty. Rigid adherence to a certain standard for strength, finish, sizing, color and packing is producing a specialty Offset paper as uniform from every standpoint as is humanly and mechanically possible.

Send for samples and prices

SEAMAN PAPER COMPANY

Paper Manufacturers

CHICAGO

208 So. LaSalle St.

NEW YORK

200 Fifth Avenue

St. Louis

Minneapolis

Milwaukee

Buffalo

St. Paul

Philadelphia

Cincinnati

structural steel for bridges, steel forgings, etc., including numbers 1 to 11 inclusive, published in Spanish."

"Kindly send us the latest Consular reports from Greece and Turkey."

"I would like to obtain all the information possible on Alaska, in which I am interested for its exporting possibilities; and it is possible I may make a trip through there at some future time."

"I would like to receive the reports that are issued by you. I am in the hardwood lumber business in Minneapolis, Minn., and wish to find out what demand there is in foreign markets for lumber and the things manufactured from it."

"I shall appreciate it highly if you will refer me to some of your publications which treat of the methods which may be used to extend the foreign trade of the United States in boots and shoes."

"We are desirous of securing for our files some information as to the exact character of plows and implements adapted to use, or now being satisfactorily used, in different parts of the world, particularly in South America and the West Indies, southern Europe, Siberia and northern and southern Africa."

"Kindly send us at your earliest convenience a copy of the conditions of the leather markets in Brazil, Argentina, and Colombia. Also list of the requirements in leather for these markets with buyers, amounts used, and method of doing business."

"We are interested in names of alfalfa importers and exporters in Buenos Aires, South America; also of canary seed."

"Kindly give me all the information you can covering mining prospects in Central America, especially Honduras and Nicaragua. How are the chances there for prospectors? Can placer mining be carried on profitably, or are all opportunities already taken?"

"Please send us pamphlets of

information concerning Cuba and Jamaica, at your earliest convenience. Will you please send us what information you have as to the commerce of Haiti? I am desirous of making some compilations of statistics showing ten-year average in comparison with yearly imports into these countries for the last five years, arranging these data by commodities getting the comparative figures for each one."

"Would like to have you either supply me with information or tell me where I can obtain information regarding the Bahama Islands, covering area, population, geology, soil, agriculture, production, climate and the value of land in large and small tracts. Can you also supply me with a map of this group, showing depths of water over reefs?"

"We will be appreciative if you will send us copies of Commerce Reports in which there is informative analysis of Latin American markets for caustic soda and other sodium products."

"We are interested in securing an agent or representative for Argentine Republic and we would like to receive from you, if your department has it, a list of carbon paper and typewriter ribbon or stationery dealers of that country."

"We would thank you to kindly supply us, if possible, with a list of dealers and exporters of Brazilian products residing at Victoria, Estado Espirito Santo, and Ilhoes, Estado de Bahia."

SEEKS RED CEDAR IN SOUTH AMERICA

"I have recently been advised that in some part of South America there is a considerable belt of red or pencil cedar. This is not Spanish cedar or Cedro, but is a cedar which is practically the same as our North American red cedar and the Spanish name for which is Sabina. Just where this timber is located I have been unable to ascertain and the object of this letter is to ascertain if your department can give me any information in re same."

"Will you please inform me as to the dessicated egg industry in China? I wish especially to know the following: Latest date and data on price of eggs per dozen and the districts where plants for dessicating eggs are located; description of machinery used and by whom manufactured; value of product shipped to this country in 1917; freight rate per ton from point of shipment in China to Seattle, San Francisco and New York; the export and import duty per ton."

"We are contemplating sending one of our traveling salesmen to visit the trade in Japan and China. Therefore we would appreciate it greatly if you would kindly let us know if in the countries named there are any: lithographers, label printers, picture frame manufacturers (not dealers), picture moulding manufacturers (not dealers), brass and iron bedstead manufacturers (not dealers), piano manufacturers (not dealers), or wall paper manufacturers (not dealers)."

WHAT IS A MODEL QUERY?

Officials of the Bureau of Foreign and Domestic Commerce ask PRINTERS' INK to include a few recent bona fide examples of "how not to inquire."

"Please advise us as to the opportunities for export trade in Latin America."

"Can you give us immediate information covering the trade demands for heavy chemicals in South America, Mexico, Spain, or, in fact, any foreign country?"

"Will you kindly give us all the information you can covering mining in China?"

"Would like to obtain if possible, a list of the Consular representatives of foreign countries in New York with a view to writing them to ascertain the possibilities for the sale of our products in their various districts. Our product is exported to a certain extent but it is our belief that the foreign markets may be developed in such a manner as to import our product in considerable quantities."

Commenting on this last quoted request, one of the leading officials at the Commerce Bureau said: "This inquiry is defective because it does not name the character of the products of this company and in general is of a nature which indicates that the inquirer has no clear idea of the exact information he needs in order to determine his possible success in export trade. Again, the idea of developing trade through representatives of foreign nations in this country is a mistaken one, for, as a rule, no real help may be obtained from them."

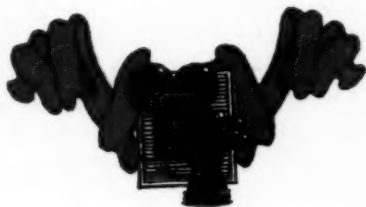
Referring to the other examples above cited, of types of inquiries which are difficult of response, another official of the Trade Information Division, whose entire time is devoted to digging out information to meet the demands of American business men, had this to say: "The more specific the inquiry the more detailed we can make our reply. Unfortunately so many of our correspondents in the business world seem to have an inherent dislike to take us into their confidence and state their exact wants. Lack of fundamental information as to the precise requirements of a questioner is our heaviest handicap in attempting to pass along data. In the case of an inquiry such as the one asking for 'all information' covering mining in China, it is only possible to give in answer the most general information, whereas, perhaps, the inquirer has a good general knowledge of the situation and really wants some specific data as to the quantity and methods of coal production. We will respect the confidence of an inquirer if he will be specific in his quest and his frankness will aid the bureau to give him the definite information he wants or advise him where it can be obtained."

C. H. Smith is now advertising manager of the Cable Company, music dealer, Chicago. His previous connection was with Kuppenheimer & Co., of the same city.



-RIP

*this out and
read it at
your leisure-*



HIGH EXPLOSIVES

If the masters of American Industry knew the inside facts regarding the rapidly developing power and use of Industrial Motion Pictures as a constructive force in the world's international trade relations—

—all the picture producers in America could not supply the immediate demand for them.

Universal officials are so keenly alive to the situation that they would no more publish the facts broadcast than they would assume the handling of a ton of TNT.

The following pages will inform you of the possibilities of a Universal Industrial Motion Picture in the Domestic field.

Further information confidentially on request.

Motion Picture Advertising

A Compilation of Questions Regarding Universal Industrial Motion Pictures That YOU are Asking with Answers by ME

Harry Levey

YOU—*What can a Universal Industrial motion picture do for my business—for my product?*

ME—All that a printed advertisement can do—with the advantage of the perfection of pictorial appeal—the reader's concentrated attention for 16 minutes or more without the distraction of other advertisements—in short, telling your story completely and—convincing without argument—for “seeing is believing.”

YOU—*What do you mean by the “perfection of pictorial appeal?”*

ME—When you illustrate a printed advertisement you are attempting to visualize a dramatic situation which will attract attention to, and convincingly demonstrate some feature of, your product. The motion picture is your illustration come to life. It exacts no mental effort from your reader—it requires no copy, chart or diagram to convince—14,000,000 or 15,000,000 daily patrons of 14,000 motion picture theatres in America prove that motion pictures attract.

YOU—*But will people pay to see an advertising picture?*

ME—No—no more than they would pay for the Saturday Evening Post if all but the advertising pages were excluded.

YOU—*How do you get around that?*

ME—By giving Universal Industrial pictures entertainment value. There is a story and there are dramatic possibilities in every industry. My staff trained in picture production, in advertising and in merchandising—correlate these elements—presenting them in an entertaining form that makes them acceptable in the largest and finest houses in the country—“Careless America” we showed at Broadway theatres for a week's run, and have made similar bookings in all other large cities where it has been shown.

YOU—*Suppose I don't care to reach the general public—that is, my product is high class and wouldn't appeal to people that go to nickel shows. What then?*

ME—Your question discloses an exclusive advantage of motion pictures in the advertising field. You tell your story to the class of people you want to reach, but before I go into that, permit me to correct you in the matter of “nickel shows.”

YOU—*In what way?*

ME—Nickel shows are as negligible a factor as is the consumer we read about who doesn't buy advertised goods—ten cents, incidentally, being the minimum in all but a small percentage of our motion picture theatres. But the point is here—your selection of your class circulation is made from the class of theatre attendance—regardless of admission prices. A ten or fifteen cent neighborhood theatre will reach the same class of people as the popular standard periodicals invariably chosen in a National Advertising Campaign.

YOU—*I see—but can you select theatres by classification?*

ME—Assuredly, yes—and we can do more—suppose you want to stimulate sales for your dealers—you can get dealer's co-operation willingly—gladly. You can select any town or towns in any section, in any state or states. You can show in theatres designated by the dealer—who knows his trade and neighborhood.

YOU—*Why should the dealer co-operate and what does he do?*

ME—Self-interest—novelty—big returns for small cost—all have their appeal to any human being. No doubt you have put on sales demonstrations, including special window displays, local advertising, stocking up, sampling, and all that sort of thing. A Universal picture put on in a dealer's town goes further—

YOU—*You mean you use the dealer's help at the time you show the picture?*

ME—Yes, and as you must see—all this supplementary advertising, which need never be either extensive or expensive, drives the people into the theatre where they get your final convincing story. They look at that—told on the only lighted spot in a darkened room—while physically and mentally at ease and in a receptive mood—for 16 minutes or longer.

YOU—*Then your contention is that these points are superior to the eye—attraction and copy-interest of the—let us say, reader?*

ME—Exactly, and I am glad you put it that way, because, since advertising is not a science, and cannot be because it is variable and not exact, its relative values can be judged only by comparisons. Thus in periodical advertising you share the reader's attention with numberless other advertisers, your competitors' among them, and get attention to your own story for a few minutes at most. The Universal Industrial holds the reader's concentrated undivided attention for sixteen minutes per reel of 1000 feet.

YOU—*Then you don't think much of printed advertising?*

ME—I am sorry if I have given you that impression—because I am using printed advertising to sell pictures. No, indeed, we ask only a very small share of an advertiser's appropriation, but with even that we are constantly demonstrating that every national advertiser should include a Universal Industrial Motion Picture in his Advertising or Sales Campaign.

YOU—*Why do you draw a distinction between Advertising and Selling Campaigns? Aren't all your pictures made along publicity lines?*

ME—Well, you can make a picture with the same publicity elements as you would put into a printed publicity campaign—or you could put a demonstration of product in it, and get both publicity and the opportunity for Dealer's tie up, such as I have already explained. Such demonstration has real selling value.

YOU—*What other way can a motion picture be used in a Selling Campaign?*

ME—We can make a picture and book it to precede, accompany or follow an intensive Selling Campaign in selected territory—hook it up to your field sales force in that territory and produce marvelous results.

YOU—*Would such a campaign be handled by my field sales force?*

ME—In a co-operative way only, and that depending on the plan outlined in the beginning. The Universal Exchanges' field forces secure from Exhibitors *signed contracts to show your picture* (these we call bookings) and these contracts are sent to your home office in advance of date of showing. Thus you can forward instructions regarding any town or section to your sales crew manager. This is speaking generally. Every picture we distribute is handled according to a plan specifically made to fit its character and possibilities.

YOU—*Increasing distribution and stimulating sales then, are two things a motion picture can do for me. What else?*

ME—I can educate your salesmen in your selling methods—and sell them your product by means of a Universal Motion Picture. I will guarantee to make in this way a deeper and more lasting impression on your salesmen than your Sales Manager can in a dozen "pep" talks, letters or booklets. I'll sell them your organization, your product, your sales methods, your advertising

campaign and your business policy, and make enthusiastic and loyal employes out of the worst of the half-hearted ones—I can make 100 per cent men out of 50 per cent material.

YOU—*Raising the morale of an organization is important. How do you do it?*

ME—Simply by making use of the inherent qualities of motion pictures. The reason fourteen or fifteen millions of people go every day to 14,000 motion picture theatres in America, is no longer their novelty or their entertaining qualities alone. First, the novelty has disappeared, and second, the entertainment factor must have some other than a trivial basis.

YOU—*And what is the inherent attraction element of a motion picture?*

ME—It is the fact that the motion picture speaks an understandable universal language. To see is to understand. It is the first known means of reaching the mass of consciousness—it makes clear in a flash of reality, to the illiterate and the educated alike, what a river of words might leave unexplained. Language at best creates mental images, and its success lies as much in the ear of the hearer as in the phrasing of the writer or speaker.

YOU—*I see that, but what about my salesmen?*

ME—Let me illustrate that point—A transcontinental railroad once employed efficiency engineers to teach more economical methods of firing their locomotives. Lectures with demonstrations were given in roundhouses to two or three firemen and engineers whenever possible—but the results were not apparent. Finally one of the experts hit upon the plan of showing the process and its results by means of motion pictures. These included animated diagrams showing the action of heat, steam, etc., within the engines, and shortly the new system was in general use even by the “old-timers” who refused to be shown by word of mouth.

YOU—*How do you account for that?*

ME—The men were entertained by the pictures—the man with the thickest head saw and knew, hence he received an impression which words failed to make. Even the most ignorant could follow the animated diagrams, and the attention of all was arrested by the cleverness of the demonstration. “Pretty slick, eh?” was their comment. That shows that their prejudice against the “guy who thought he could teach them something” was supplanted by their appreciation of an absolutely impersonal method of instruction.

YOU—*That is very interesting, but my salesmen are neither illiterate or ignorant.*

ME—No, but they are human. The attitude of "show me" is usually one of defiance, not one of a thirst for knowledge. But there is a sounder basis **than a not-too-worthy trait** of human nature. The motion picture supplants defective human vision by the precision and mechanical scope of the camera—as in the case of animated diagrams. To point to a drawing and say "the heat enters here, passes through this opening, reaches this chamber," etc., is neither so impressive nor so convincing as to visualize—to show "before their very eyes," as the saying is—arrows representing heat actually moving on its prescribed course. Every point of your selling methods, or the planned and resultant effect of your advertising campaign can be *visualised*—in some simple, direct and understandable manner.

YOU—*Then I could use motion pictures to demonstrate shop practices and—*

ME—Yes, and to educate apprentices or operatives; to demonstrate efficiency systems to department heads; to teach dealers and service-station men how to handle their business; and to instruct Branch Managers in uniform methods, from bookkeeping and report-making to the economical repairing, and operating, of a fleet of trucks. I can show you pictures we have made for these very purposes.

YOU—*Supposing I wanted a consumer picture made. Must I supply a story around which to build my industrial drama?*

ME—No, what is of more value to me is facts—facts about your plant and products—facts about your picture's purpose, about your dealers, your selling methods, your advertising campaign, your distribution—both extent and methods. With these my trained staff—trained in merchandising and advertising as well as in picture production—will have all the data necessary. Your product, those to whom it appeals, and your purpose, suggest the story idea, and we build around that—always in the closest co-operation with your advertising or sales department of course. This plan is based on our experience.

YOU—*What about pictures taken for my own organization? How are they made?*

ME—I have made some remarkable pictures which included the solving of rather difficult problems. They were produced by the hearty and intelligent co-operation of my technical staff working with the technical staff of my client. But we haven't touched upon the biggest factor in the success of Universal Industrial Motion Pictures—

YOU—*And what is that?*

ME—UNIVERSAL GUARANTEED CIRCULATION.

YOU—*Yes, I can see that circulation is important and Guaranteed Circulation even more so.*

ME—More so, perhaps, than you know, unless you have given the subject considerable study. To begin at the beginning the Universal Film Manufacturing Company is the largest motion picture concern in the whole wide world. That may sound "circussy," but it happens to be true. The Universal makes and sells more feet of film for screen entertainment than any other producer in the industry.

YOU—*And the point is—*

ME—The point is that all the Universal's hundreds of acres; its studios, actors, stars, directors, cameramen, hundreds of thousands of dollars' worth of wardrobes and props, immense wild animal collection, technical laboratory, tremendous business organization, purchasing power; its millions of dollars' worth of resources and facilities, and all the time, brains and experience they stand for, are at the disposal of the Industrial Department, which I represent, and yet—they wouldn't be worth a plugged nickel to me, or to you, if I couldn't give you guaranteed circulation.

YOU—*I can see that.*

ME—To make it stronger—if I didn't have a distributing outlet—I would be in the position of the Curtis Publishing Company if—with its magnificent publishing plant—the Post, Journal and Country Gentleman were barred from the mails. Facilities for production and none for distribution.

YOU—*Yes, that is a forceful way of putting it, but how do you get this circulation and how can you guarantee it?*

ME—Through the medium of the Universal's 76 Distributing Exchanges throughout America, each of which has a complete booking staff under an experienced manager who knows his territory as your Branch Managers know theirs. But Universal circulation is not only guaranteed, but it is selective.

YOU—*In what way is Universal Guaranteed Circulation selective?*

ME—You decide the class of people you wish to reach, and we show your picture to theatres catering to that class. Or you decide to show only in towns where you have dealers, and we book your

picture in those towns only—the number of daily showings in each town depending on the population. In short, you select the section, the town and the individual, and you tell your story to that individual through the medium of the universal language of motion pictures. How many individuals you reach depends on the extent of the selected territory and the number of daily showings made in it. You must admit that this is a class of guaranteed circulation impossible to any other medium.

YOU—*How many people can you reach and in how many theatres do you make showings?*

ME—A low estimate of the number of motion picture theatre patrons in the United States would be 50,000,000. There are approximately 14,000 theatres, and the daily patronage is conservatively estimated at fourteen or fifteen millions. We are now under contract to book a certain picture for 14,000 showings in 52 weeks. Another picture for the same concern we contracted to show in approximately 2000 selected dealer towns in certain territory. We guaranteed 1000 circulation to a showing. The actual circulation in the 1973 bookings eventually selected and booked was 5,445,480—an average of 2,760 per showing.

YOU—*Why the difference between the guarantee and the actual circulation?*

ME—Because in this instance the selections were made in densely populated districts where the theatre seating capacity is greater than in smaller communities. We have made 1500 selected showings to an average of 3400 each, but where a wide section is covered we can of course guarantee only an average for the entire area.

YOU—*Will not all this burden my organization with a tremendous amount of detail?*

ME—No. Our booking contract covers every expense and every detail insofar as securing and executing the booking contracts are concerned. The theatre manager signs for the production in the same manner that he signs for his regular photoplays, and thereby obligates himself to take the film as part of his regular program for the date appearing on the contract. The signed original of this contract is delivered to you with our circulation invoices as part of the circulation proof.

YOU—*How long does it take to cover specified territory?*

ME—That is determined by the number of prints in work at the same time. The original photograph is of course a negative film, the same substance you have in your pocket camera. And just as you make paper positive prints from that we make film positive

prints from our negative. This positive print is what is used in the projection machine for throwing its images on the screen. Ten prints will serve ten theatres at a time. The extent of your territory—time, when it is an object, as in the case of seasonable goods, and the expense, are the factors that enter into the number of prints you require.

YOU—*And how expensive is this medium?*

ME—Less than you think. I can show you campaigns that have cost about one-fifth as much per capita as a printed campaign in a standard periodical. You can go into it pretty deep, but you can always be sure of paying only for what you get.

YOU—*Your answers to my questions have certainly given me a new light on the subject of Industrial Motion Pictures.*

ME—I am glad of that, but permit me to correct you—My subject was UNIVERSAL Industrial Motion Pictures. No other concern guarantees or delivers Nation-wide Guaranteed Circulation. That is exclusively our advantage. We solved the problem of circulation and thereby gave to the screen possibilities never before dreamed of.

YOU—*Yes, I can appreciate the value of Universal Guaranteed Circulation, and I am glad to know about it.*

ME—I would like you to think over the possibilities of a Universal Industrial Motion Picture, both within and outside your organization. Then write me what you want your picture to accomplish, and send me some of your advertising literature. I will have my Plan Division outline a picture for you, together with a distribution plan, and an estimate of the cost. I will bear the expense and you will assume no obligation. Here is my card. Write me personally, please.

UNIVERSAL FILM MFG. CO.

Harry Levey, Manager Industrial Department

Largest Producer and Distributor of Industrial Films in the Universe

STUDIOS AND LABORATORIES:

Universal City, Cal.

Fort Lee, N. J.

OFFICES: 1600 BROADWAY, NEW YORK

YESTERDAY—

I was in an up-state town. I went through the finest manufacturing plant—in the world, it seems to me. Marvelous grounds—lawns—trees—statuary—spacious buildings. Inside, white enamel and tile—expensive rugs—great! And in the spotless plant—such light and cleanliness—such a sunny, wholesome, happy atmosphere! Well, I wanted more than ever to eat their spendid food product, and if it hadn't been for the forbidding and suspicious reception I got I would very likely have been sold on it forever. But I was told "not to bother coming way up here—not to waste a minute. A lot of fellows come in here and talk motion pictures, *mostly bunk*—about distribution and circulation, etc."

Think of That Wonderful Story—Secreted!

All that marvelously scrupulous cleanliness and care, and thought and—result. What a picture opportunity! I could take that whole big beautiful plant to the public. I could *convince* as no other medium can—every man, woman and child. Their product? I could *make* them eat it. And all this for

So Small a Part of Their Appropriation

they'd never miss it. There's food for thought here for every advertiser, and that's no idle pun.

A SHORT TIME AGO—

I called on a big concern in Boston. They are interested in Motion Pictures. The Advertising Manager said so. I talked Universal Guaranteed Circulation. He said, "It may surprise you to know that I have three guaranteed circulation propositions in my desk now?" I said "No, what surprises me is that you haven't got more of them." "I thought," said he, "that Guaranteed Circulation was an exclusive *Universal* proposition." I answered that it was and is. Then he asked me what to do with the three he had. "*Throw 'em in the waste-basket.*" I said, and I meant it, and repeat it here—because

I Can Prove Every Universal Claim!

For your own protection, remember this: There are plenty of producers who can make your picture. But a picture without *Universal Guaranteed Circulation—Selective and Proven—* isn't worth as much as the original raw stock—to you or anyone else. *Some day you will appreciate that I "speak true."*

UNIVERSAL FILM M'F'G CO.

Harry Levey, Manager Industrial Department
1600 Broadway, New York

How to Prevent Discount Slipping by Your Salesmen

Its Harmful Effects—Discovering the "Slippers"

By a Sales Manager

A FEW days ago a salesman, whom the house had always set down as a business getter, was discharged. In spite of the fact that his volume of sales had been big for years and his earnings proportionately sizable, he was discharged because he had contracted so many small bills over the territory that finally merchants and hotels began to pester the house about them and the house discharged the man.

When the new man started over the territory his first daily report brought in this statement: "Smith got fully 60 per cent of his business by offering all the way from 1 to 5 per cent. The discounts that he owes right now and which he would have had to cover on this trip if he had continued with the house are almost as much as my salary for a month."

And in talking the thing over, it was recalled that two or three years ago a friendly competitor mentioned to this particular house that Smith was buying business, but the house figured that Smith was selling good volume, was collecting his bills and that was what he was there for.

The house in question is a national advertiser, making a comparatively well-known trade-marked line of real merit. In spite of the facts that its products could and do sell on their merits, this particular territory is now "shot to pieces" and it is going to take a long time for the trade to be rebuilt.

Our proposition, then, is this: What are all the evils resulting from a salesman's slipping inside discounts? How important is it for the sales manager to be on the lookout for this insidious, treacherous and deceptive business? And, is it ever advisable to tolerate this state of affairs when it is known to exist?

Let us take them up backwards.

"Is it ever advisable to tolerate this state of affairs when it is known to exist?"

Obviously, "no."

And yet I believe it is safe to say that nine sales managers out of ten do wink at the practice. I have one particular man in mind who has three or four men that are notorious discount slippers—men who actually get and hold a large portion of their trade by this means. He shrugs his shoulders and takes the stand that after all is said and done, the man gets the business and if he is foolish enough and weak enough to give away his salary to buy business, so much the worse for him. But so long as he gets the business, the matter can rest.

Another case in mind is that of the local manager of a chain of branches. This man had working for him for many years a great business getter who finally worked himself out of a job because he had to pay higher and higher prices for his business until finally the difference between what he drew in commissions and what he paid out for the business was not enough to make him a living. This branch manager knew that his salesman bought business, but he figured this way. "I'm here to make a showing. This fellow is a fool of the first magnitude and one of these days he will drop out, but in the meantime, I need the business he is turning in to enable me to make the showing I must make."

The ability deliberately to cut off a good corner from the gross sales when the matter can, on the face of it, be indefinitely postponed is something which tests the nerve of most sales managers and many owners who are their own sales managers.

In spite of the fact that we all recognize that discount slipping is a disease which is invariably fatal sooner or later, it is equally a fact that the great majority of sales managers can not definitely say to themselves that they rigorously investigate every report of discount slipping and, if they find it true, discharge the salesman on the spot. The very fact that mighty few men will admit this, even to themselves, is what keeps this thing going on, year after year. Salesmen on the road know that a good deal of this sort of thing exists. But it goes on under cover, winked at by dealers, by sales managers and by many owners. It is a condition which seems to go on because, in the end, the men who stand out against it in their own organizations, do not take the trouble to bring it home hard to houses who practice it, knowing that sooner or later the natural boomerang will clean the thing up and do it more thoroughly than anything else would do it.

At the same time, while in open meeting the attitude against discount slipping is invariably antagonistic, it does exist to a considerable extent. It is one of the carry-overs of the old school of salesmanship which went out and got the business "any old way to get it."

The importance of the sales manager being constantly on the lookout to break up discount slipping is tremendously evident when the evils which ultimately result from this practice are considered.

The outstanding evils of the system are two. In the first place the practice is fundamentally dishonest and the man who practices it is primarily crooked, and while the slipping of discounts will not in itself deprive the house of money to which it is entitled, the man who practices it sooner or later gets into hot water and it is only a step to cheating the house or the customer. In addition to that, is the fact that the goods are not properly sold. They are bought primarily because of the special discount

which the salesman slips to the dealer and not on the merits of the goods.

BUILDING ON INSECURE FOUNDATION

A certain house was breaking into local advertising. It was a small house, traveling six salesmen over a purely local territory, but it had ambitions to spread. It began doing business with an advertising agency. The agency worked out a trade-mark and a plan of advertising and copy began to appear. The salesmen were supplied with bulletins and arguments for "selling" the advertising to the dealer. Apparently, the advertising was exactly right and was hitting the spot because sales came along nicely on the branded piece of goods. On the strength of a two-year showing the house sold some stock and turned the proceeds into a larger advertising appropriation, extended its field of operations over a much wider zone, put on six more salesmen and obligated itself for a great many thousand dollars extra space bills.

When the thing had gone along for almost a year and sales failed to materialize as they should and repeat business proved even slower, the house began to investigate, but the showing of the majority of the old sales force in the old territory seemed to warrant a continuation.

It was not until, a few months later, it developed that four out of the six old men were and had been slipping discounts that it became evident that the business was being purchased illegitimately and that the advertising campaign was primarily wrong and that the business which was ostensibly obtained on the strength of the advertising was really obtained by discount slipping.

A great many thousand dollars and much valuable time and good will were lost, due to the fact that neglect, whether wilful or otherwise, to break up a pernicious practice permitted it to go on until its ultimate breakdown came near to dragging the whole business with it.

If there is any one house which must, for its own sake, be continually on the lookout for this habit of buying business, it is plainly the house which depends on consumer advertising to create demand. If the house is getting business for one reason when it thinks it is getting it on account of another, it is fooling itself, often disastrously.

When a particular territory is going strong and the house pats itself on the back that it is due to merchandise and advertising and possibly bases work in other territories on that particular showing, it is, to say the least, tremendously annoying to find some time or other that the business was being bought. At best, it means long uphill work to rebuild the territory and it is mighty nearly a heart-breaking job for the new man who tackles the proposition.

And when the smash-up does come, as it is bound to come sooner or later, the wreck is generally so bad that any momentary gains are more than offset.

COMPETITORS MAY BREAK UP THE PRACTICE

Sometimes the methods employed by competing salesmen to break up the game for the discount slipper are of a decidedly humorous tendency, especially for the man who can sit back and watch it. I remember two cracker men working the same territory for competing houses. We all knew that one of the two was slipping all the way from 2 to 6 and 7 per cent when he had to do it. He was working on 10 per cent commission. His name was Perette and we had for a long time nicknamed him Pirate.

Joe Gorman was working the rival line and had a hard time getting around that little inside discount because neither line was branded and one was about as good as the other. Really the only difference was that one salesman was willing to work on the basis of giving away half of what he made while the other boy was not.

Finally Gorman got to the point

where he realized that drastic methods and probably an immediate and temporary loss of business was necessary in order to smoke Perette out altogether.

So he went into a particular store and the dealer turned him down. "Just how much is Perette slipping you?" he would ask. And, being friendly with most of the trade, he nearly always got the answer he wanted.

"Only 2 per cent, Dick? Now, let me tell you something. I'm not getting your business, but you're a good fellow and if anybody gets an inside price, it ought to be you. Perette is slipping you 2 and giving Watson & Earl 6. When he comes around again, stick him for 10. Bluff him out and settle for 7 or 8, or better yet, go over your purchases for the last six months and make him cough up 3 or 4 per cent on the total. Just try it. And if you make \$50 on the bluff, buy me a new hat."

As Gorman explained to us in the hotel lobby, he wouldn't cut but if Perette wanted to split, he would help his game along. And it wasn't many weeks until business came mighty high for Perette and six months later he was through.

The competing salesman who really wants to do it, can easily break up the practice on the part of the bare-faced "splitter". From all angles, the competing concern has an advantage over the one for whom the discount slipper works. In addition to demoralizing the standing of the house on his territory, he is fundamentally dishonest and sooner or later he will "get" the house in one way or another. But while any sort of house is injured by the practice, it is plain that the house which markets a trade-marked, advertised line suffers the most.

Of course, any thinking sales manager realizes the false position into which he can work himself when a few of his men get to "slipping" discounts, but for obvious reasons there are few of us who try to go out and look for trouble.

When Tony Becomes a Business Man

Tony, the street bootblack, with his box over his shoulder, shines your shoes and takes your money. But when Tony opens a "shine parlor" with departments for cleaning hats and repairing shoes, he needs printed forms, for keeping accounts of shoes and hats.

The moment any occupation becomes a business, it begins to use printed forms. And every concern which has thoroughly systematized its forms has learned the economy of using one standard, watermarked paper for its printing needs.

Hammermill Bond is the logical paper to select, because of its uniform quality, its moderate price, and the ease of getting it promptly supplied in the same grade year after year.

Look for this watermark—it is our word of honor to the public

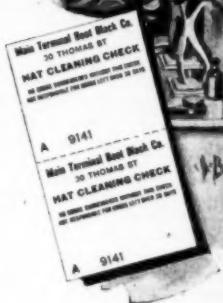
HAMMERMILL BOND

"The Utility Business Paper"



Its 12 colors, besides white, give a wide range of distinctive colors for business printing. It is made in three finishes—bond, ripple, and linen.

We will be glad to send you a portfolio containing forms which will be of value to you in your business, and will show you Hammermill's quality, color scope, and finishes. If you are a printer, write to us and we will send you our complete set of portfolios.



HAMMERMILL PAPER COMPANY
ERIE, PA.

Look for this watermark—it is our word of honor to the public

HAMMERMILL BOND

"The Utility Business Paper"

In fact, one of the particularly bad elements in this disease, if we may call it by that name, is that it is so hard to detect until it has proved fatal.

The men on the road who practice this vice are generally rather adept in the method of "slipping," while the dealers are, for evident reasons, inclined to keep quiet about it.

A few weeks ago a group of sales managers were discussing this practice and none seemed to have a good working plan for breaking it up. Continued vigilance seems to be the best remedy so far evolved. The sales manager who knows it exists and is constantly on the lookout for the thing, without degrading his men by openly accusing them or questioning them, is going to be reasonably sure of keeping the practice at a minimum. In fact, houses who openly and strongly oppose the practice seem to have least difficulty with it. The houses in which it is oftenest found are houses who through carelessness or short-sighted negligence either pay no attention at all or even, in some cases, "wink" at the practice.

FELLOW SALESMEN KNOW WHO ARE GUILTY

About the sanest method for keeping the practice out of the sales force was mentioned by the sales manager of a force of some thirty cracker salesmen.

"I am with my men a good part of the time," he explained. "About half the time I travel with one or another in various territories. This not only gives me a close personal insight into the man's actions on the road and his relations with the trade, but I also meet many men from other houses and other lines. As often as possible I get into personal conversation with some salesman working a non-competing line because I am anxious to get his unbiased opinions of our line. Very often the non-competing road man with whom I am talking does not know me or my position. Among men on the road there is a sort

of secret free-masonry, implied rather than expressed, and many things are discussed which are never mentioned in the houses, or, in fact, hardly any place else than on the trains or in hotel dining rooms or lobbies. To get a real good line on a man get the unbiased views of six or eight non-competing salesmen and the little 'dark secrets' seem to pop out. Road gossip is often as valueless as any other kind of general chatter, but underneath it all you will find there drifts an element of truth which is worth listening to. What the road men think of other road men, especially non-competing men, is a good indication of what the man really is. And if a man is becoming a flagrant discount 'slipper' somebody or other on the road soon seems to know about it."

Which brings us around to our pet hobby that the good sales manager's place is pretty close to the road, where the business is done and that the man who can work with his men on the road and work right alongside salesmen from other houses and be a genuine sales manager as well as a real salesman has a wonderful advantage. But that's getting back to another and pretty old story.

Discharged from Service and Join the Chappelow Agency

Private Leonard J. MacCarthy, of the Marine Reserve Flying Corps, has returned to the Chappelow Advertising Company, St. Louis, with which he was connected for two years before he joined the service. Mr. MacCarthy trained in Philadelphia, at the Great Lakes Training School, and finally at Tampa, Fla.

Private E. J. Baker, who was recently discharged from the 332nd Air Service Squadron, stationed in England, has also joined the Chappelow agency. He was previously associated with the N. K. Fairbank Company.

O'Neil Goodwin Rejoins Caxton

O'Neil Goodwin, formerly with the McCloy Agency, Pittsburgh, and the Caxton Company, Louisville, Ky., has rejoined the staff of the latter company as service manager. Mr. Goodwin enlisted in the Balloon Division with the Army over a year ago.

Advertising That Protects the Public

The Greater the Investment in Advertising, the Closer Does "Sunkist" Supervise Quality of Output

By Don Francisco

IF a candymaker, having a national reputation at stake, produced a bad batch of chocolates it probably wouldn't take him long to decide to throw away the batch rather than market it at the risk of his reputation.

But if something happened to impair the eating quality of a certain variety of fruit in some State it wouldn't be likely that all the farmers of that State would feed the poor fruit to the hogs to save the State's reputation.

On the other hand, if those farmers were organized and if they had used advertising to establish a valuable reputation for a certain brand they would be more likely to make the candymaker's decision.

All of which leads to the conclusion that co-operative marketing and co-operative advertising are to be powerful factors in improving the quality of our agricultural products.

To advertising men there is nothing new in the thought that advertising and trade-marks protect the buyer. It is safe to buy the well-known, advertised article because the manufacturer who puts his name or mark on his goods puts his future in the hands of his buyers. He must put quality into the goods or lose their trade, for the trade-mark becomes either the buyer's danger signal or his guide to satisfactory purchases. The application of this thought to perishable farm products has, however, not been so general.

That the tendency of advertising and trade-marks is to raise and standardize the qualities of perishables was strikingly illustrated recently in the case of the California orange industry.

Early in January Southern

California was visited by several nights of severe cold. In spite of elaborate preparations and the extensive use of orchard heaters something like 25 per cent of the orange crop was injured.

The effect of frost on the orange is not easily detected. In fact, there is usually no apparent effect for two weeks and then the damage can only be determined by experts after cutting a large number of samples. From then on there is a slow drying out of the fruit due to broken cells. By the time the fruit reaches Eastern markets it has lost its juice and is perhaps bitter in flavor. The average consumer, not knowing that this condition is produced by frost, concludes that the season's crop is of poor quality. Thus frost not only destroys fruit but it destroys markets.

Had the California orange-growers not been organized so as to adopt and work in accordance with a uniform policy it would have been extremely difficult, if not impossible, to prevent a general dumping of questionable fruit on the market. It would be surprising if there were not, in such a case, an inclination on the part of a certain minority to get their crop to market without waiting for the amount of damage to become apparent.

The altruistic motives of the majority who might strive to protect that somewhat hazy thing called "reputation" would very likely be shattered when they learned that their neighbors had already flooded the market with damaged fruit at good prices. A rush would follow, the fruit would not give satisfaction, people would stop buying, prices drop, the profit would vanish and the industry face the task of re-

The Independent

Announces

Carroll J. Swan

As Its

Manager of Advertising
for New England

With Offices at

44 Bromfield Street
Boston



gaining the good graces of the resentful public.

But conditions are different in case the industry is organized and has advertised and trade-marked its products.

The 8,500 members of the California Fruit Growers' Exchange have invested \$2,000,000 to establish confidence in their Sunkist brand. "Here," said the growers, "is something very definite—something more personal than 'the reputation of oranges'—which has to be protected. It has cost a specific sum of money and has grown to be worth more than it cost."

At a lively meeting of the Exchange board of directors held shortly after the freeze one of the directors put it this way:

"The biggest asset we've got is our Sunkist brand. The public must believe in it and depend on it. We must permit nothing to be done that will weaken that public good will and confidence. Not one box of frosted fruit should be shipped under the Sunkist mark. Our rules should be rigid on this point and backed by the most thorough inspection system, both here and in Eastern markets. Deep in my heart I hold the firm conviction that our greatest hope of getting profit from our rapidly increasing crops lies in that word 'Sunkist.' Let's protect that priceless asset."

Picking was suspended for ten days in order that no one might be mistaken in knowing whether or not an orchard had been damaged. The Exchange then ruled that until its inspectors could make a personal examination of the groves no fruit could be packed under the Sunkist brand that did not come from orchards definitely known to be frost-free. It then established in the shipping districts an elaborate system for inspection of the packing houses that would effectively prevent the shipment under the Sunkist brand of frozen fruit from the damaged groves. As a double check it made a rule providing for the removal of Sunkist wrappers at the shipper's expense in case fruit ar-

rived in Eastern markets and was found to be below specifications.

In a co-operative organization like the California Fruit Growers' Exchange the members are never gathered together under a single roof. They are bound together by the law of self-preservation, for they have learned by years of bitter experience that they are inter-dependent and that their success lies in their willingness to work together.

If advertising has helped them in their fight to make a living, then it becomes a part of the cement that holds the organization together. The farmer is likely to be proud of the fact that although his output is small, it is shipped under a brand that is nationally known. All members share the benefits of this advertising. It is an inducement for joining the organization. Thus advertising becomes a sort of perpetual membership campaign.

Having joined the organization to share the benefits of this good will, it is not surprising that the members should adopt strong measures to protect it.

With the Exchange it was not a question of arbitrarily enforcing these regulations. Among growers there was an almost unanimous agreement to the principle that as a business proposition it would be more profitable in the long run to play safe with the public.

Fundamentally, advertising must sell goods. But if it simply sells a car here to-day and a car there to-morrow it falls far short of its opportunities—and its obligations. Advertising creates good will, builds reputation, inspires confidence and improves the organization's *esprit de corps*. Co-operative advertising, which has been profitable and in which the members take a pride, becomes a powerful bond to hold the members together. That pride may become stronger than any regulation in keeping up the quality of the product. Certainly if advertising is to become "the farmer's new hired man" it may also become the buyer's servant.

Mr. B. A. Mackinnon, Circulation Director
of the PICTORIAL REVIEW, has just
sent this message :

Paul Block,
250 Fifth Avenue
New York, N. Y.

March edition completely exhausted.
April issue will be seventeen hundred
thousand. Thousands of newsdealers re-
order on March cannot be filled and no
subscriptions after February twelfth can
begin with March.

B. A. Mackinnon

There are still several days in which copy
can be accepted for the May issue.

Paul Block
Director of Advertising

Traub Embossed Letter-Heads

STAMPED FROM STEEL



“The Standard of the World”

is more than the trade mark of the Cadillac Motor Car—it is the guiding thought which controls the relations of the Cadillac Company with the entire outside world.

In order to maintain a high standard in its correspondence, the Cadillac sends out its “letter representatives” on Traub Embossed Letterheads—every letter breathes dignity and stability.

With the total cost of the average letter about forty cents—and the extra cost of *Traub Embossed Letterheads*, produced by a special process, only one tenth to three tenths of a cent more than an ordinary cheap letter-head—it is easy to see why so many national advertisers are *standardizing* on Traub Embossed Letterheads as a definite factor in building up and maintaining good will. Write for the Portfolio of Traub Embossed Letterheads—it may contain some suggestions for you.

The Traub Engraving Company

EMBOSSSED STATIONERY STAMPED FROM STEEL

864-878 WOODWARD AVENUE

DETROIT

Wizardry in Pen and Ink

Some of the Wonderful Things That Are Being Produced Under the General Head of "Commercial Art"

By a Commercial Art Manager

WE rather think it is about time that someone voiced substantial praise of the excellent work produced by advertising men for their many clients; work of brush and pencil, canvas and cardboard, but more particularly the pen-and-ink embellishment of modern salesmanship on paper.

Perhaps too much is taken for granted. Then, again, the pace is so swift and furious and the improvement so wonderfully rapid that even those identified with actual production fail to grasp the broad significance of it all.

The artistry of Ad-dom for a great many years did not make a dent. Self-respecting illustrators, of national reputation, were frankly unwilling to attach their names to the cause. Commercial art was certainly commercialized. It was hammered out by precedent. The advertiser himself stood in the way of innovations. Being in most instances a manufacturer, he could not think in terms of real art. And he would O.K. only such designs as measured up to his uncultured ideals.

It was during this period of

growth that the very wrong idea was promulgated: "If it's too darn artistic it won't sell the goods!"

Logic took a back seat. The man who ruled the appropriation had the final say. His word was a supreme law unto itself. For back there, in the almost prehistoric dawn of advertising, an agent prepared copy and illustrations, not to sell goods but to sell the client. He had to. The client himself brought about this fantastic condition. It was better, however, to have poor advertising than no advertising at all.

Up to now new advertising accounts had to be nursed through many dim and unlightened trails. The agent is very patient; very long-suffering. He knows that, while a maker of kitchen ranges may not wish to interfere with any other technical and highly professional detail of his business, he will insist upon upon editing his advertising campaign from pica to six-point.

Strange, isn't it, how that inherent streak of egotism is born in practically all of us? We know all there is to know about wri-



FRANKLIN BOOTH AT HIS BEST—THERE IS GENUINE WIZARDRY IN THIS REMARKABLE PEN TECHNIQUE—ENDLESS SHADINGS AND TONES ARE OBTAINED AND FOR CREATING THAT ELUSIVE THING KNOWN AS "ATMOSPHERE" MR. BOOTH'S DRAWINGS ARE UNPARALLELED

ting. We are experienced art critics at birth. The advertising agent, therefore, must act merely as a sort of sublimated, well-groomed delivery boy, to carry proofs back and forth. That the life-blood is slashed out of them becomes a mere incident of the thing. Notwithstanding this, if he is a wise and far-seeing agent, he knows that he can patch up this situation—he can slowly but surely win both the confidence

the most part the disagreeable features are safely over. We have lived them down, mastered a troublesome situation.

Of late, price has entered very little into negotiations for commercial art. An agency suggests the best, a source for the same and a name that will, of itself, carry advertising prestige. Whereupon the client, who has grown to be quite a "rare old sport" in his way, smiles and says, "Go to

it, if it means better and more efficient advertising."

Competition has had a great deal to do with this. Manufacturer A is a progressive. His agency believes in Quality First. A nationally known illustrator is engaged to prepare a series of beautiful designs, and as they begin to appear, Manufacturer B, in the same identical line, and also an advertiser, begins to take notice. It's a question of pride. He can't afford to sit idly by and use ten-dollar make-shifts, while a hot competitor is employing the best. So he goes into the open market for art quality and secures it. The others trail along, gradually, but inevitably. The thing is automatic. Advertisers must improve their advertising. They can no more afford not to do so than

to exist with inferior out-of-date machinery.

This very competition has called to the ranks of advertising the best talent in the country. One by one, famous illustrators and painters, who a short time ago would not think of accepting such commissions now cheerfully bow to an inevitable development of a great national profession—one that is dignified by its close partnership with business advance.



**Runt Seeds
Grow Runt Plants**

If you plant healthy seeds from vigorous ancestors, the next generation, under proper conditions, will usually reproduce all the fine qualities of their forebears. Runt seeds will reproduce their inheritance.

FERRY'S SEEDS

are from plants that, to our knowledge, have been carefully bred since the days of their early great-grandparents. To make doubly sure that these ancestral virtues are unimpaired, every season's crop of Ferry's Seeds is tested by actual growth in our trial gardens. The Ferry label is seed insurance.

Plant your garden now. Write today for the Ferry 1919 "Seed Account." It is free. Ferry polychrome seeds get sold by dealers everywhere.

D. M. FERRY & CO., Detroit, Mich.
(and Windsor, Ontario)

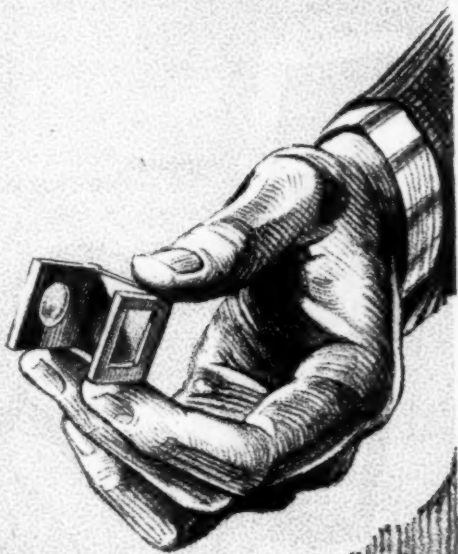
HERE IS A SIGNIFICANT EXAMPLE OF THE FEELING AND SINCERITY THAT CAN BE PUT IN PEN AND INK, WHEN METHODICALLY HANDLED—THERE IS DETAIL A-PLENTY, YET THE ADVERTISEMENT IS RICHENED AND BEAUTIFIED BY TREATMENT ALONE

and respect of the client. It must be give and take for a while.

It has been in the selection of pictorial features for advertising that the client has often stood in his own light. For he will dominate the hour—cast the deciding vote. And for a weary while he thought money spent on commercial art was sheer, wicked waste. It seems to us rather sensible to discuss these problems at the beginning of a new year. And, for

PRINTERS' INK

Separating the Dot





"Separating the dot" is an expression commonly used among artists who understand the fundamental principles of color values in the art of photographic reproduction.



Looking at any process job under a strong magnifying glass, one finds nothing but colored dots. Some dots are very small, others large, and some of the dots are so close together that in many places they touch. We also find that some parts of the copy are made up of dots of but one color. Other parts consist of a mixture of dots, each dot carrying its own color. The slightest variation of these dots will change the expression as well as the color effect.



When making photographic color separation negatives, either through a screen or otherwise, the camera in most cases is unable to register accurately the image of each individual color plate. It then becomes necessary to call upon skilled artists who have the feeling and ability to judge color, to give the proper strength to each dot in order to hold the character, technique and color of the original sketch or painting.



There are certain dot formations that lend themselves better than others for photographic reproduction in the lithographic business, depending largely upon the nature of the subject.



The old medium of lithographic reproduction is to make a careful tracing from the original and hand stipple or crayon in the various colors; and in many instances,

PRINTERS' INK

it requires many colors to complete the reproduction. This medium is becoming less popular in the production of quality lithography; the photographic process taking its place.



The Karle Process is a photographic process with an irregular dot formation. It is an up-to-date medium of reproduction that is especially adapted for oil paintings, pastels, water colors or other colored mediums where softness and refinement of color and detail are so essentially necessary when the highest quality of reproduction is required.



In addition to the Karle Process we have other photographic processes which place us in a position to handle the simplest as well as the most difficult subjects. We will be pleased to assist you in selecting the reproduction process best suited to your particular piece of direct advertising.



Address our nearest office.



KARLE QUALITY

KARLE LITHOGRAPHIC CO.
ROCHESTER, N. Y.

NEW YORK - CHICAGO - BOSTON - PHILADELPHIA - ST. LOUIS.

This is an important consideration: so-called "commercial art" is part and parcel of the best that a man can do. It keeps giant dynamos in operation, looms revolving and factories at full blast.

Who would have thought that an artist of Keller's rare ability and technic would ever yield to the blandishments of the ad-shop? Yet Mr. Keller, in his same studio and with his same pigments and hedged in by no aggravating restrictions, is devoting much of his time to advertising art. His canvases grace the profession and far from doing him harm, in an artistic way, have added to his laurels, made him more popular than ever and have brought him in a substantial dividend of money return.

Advertising agencies are no longer hampered. Permitted to spend what they like for superior designs for campaigns, they have developed this phase of their profession to a most gratifying extent. Indeed, as suggested at the opening of this article, we feel we are justified in offering very broad congratulations. Advertising art is fast reaching an impressive plane. Originals are winning prizes at Art Institute exhibits. So many well-known names are identified with the movement that it is heresy to "poke fun" at even the word "commercial."

And as the months come and go, bringing their flood-tide of beautifully printed publications, an ever-changing panorama of wonder is out-spread. Every medium and every form of expression finds a place. Engravers are given free rein, with cost of plates no object. Hundreds of thousands of dollars are spent on keeping the reproduction true to the original.

And what a fine thing it is to be able to state this—to know that, at last, it has arrived!

The artistry of pen-and-ink renderings has perhaps made a more noticeable stride than other features. By contrast with what was used, in any event, they seem positively wonderful.

Here we have developed for us

delicate textures and gradations of line, grace of technic and innovation of treatment, that rival the efforts of the reading-matter pages of the magazines in which they are printed.

The reconstruction period provides excellent material for this. America has a far perspective as to her trade relations. We find the artist showing new factories in strange lands, quaint ports, shipping scenes that are thrilling with their tapestry of color and



THERE ARE OCCASIONS WHEN THE ECCENTRIC CAN BE USED TO ADVANTAGE—MR. FELLOWS HAS CREATED A DECIDEDLY DECORATIVE TECHNIQUE OF HIS OWN AND HAS WIDELY POPULARIZED IT

atmosphere, and, here and there, the tense, dramatic back-drop of France, as she rises from the dust of Hun intrigue, and builds from out her poppy-grown battle-fields a magic land, re-born.

Yes, advertising has made it possible for the artist to take pride in his work.

The subjects are more inspiring.

The copy-expert delves deeper into the psychology of salesmanship, and, in turn, offers his art-collaborator a broad, bright canvas.

It required this outlet, in reality, to prove to us that there were so many interesting pen-and-ink

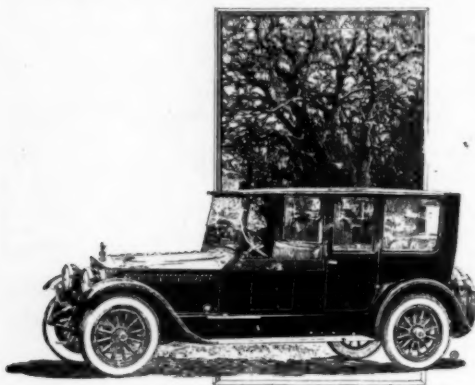
"styles." The true artist can "paint" with a pen and a bottle of drawing ink. It is possible for him to put his own individuality into the lines.

Compare what used to be with what is, and you find that the advance has been little short of amazing. We marvel now that such crude attempts ever passed muster, ever produced results.

Straight wash may have its defined limitations. In pen and ink there really is none. An artist's fancy runs free and unhampered. See what Coll, for example, has accomplished with his pen! Kel-

of art with commerce. A hulking tractor, all mechanism and steel and grime, is made to seem beautiful . . . is given sentiment, feeling, even personality. From soap to kitchen cabinets, the genius of the man with the pen puts new and unsuspected romance into salesmanship.

Of course, one point must be readily granted. Many advertising campaigns are very largely a matter of constructive atmosphere. Both text and picture must weave color around the inanimate object—give it life and heart.



HOWEVER FINE THEY MAY BE, STRAIGHT HALF-TONES OF AUTOMOBILES GROW SOMEWHAT MONOTONOUS—HERE IS A REALLY EXQUISITE WOOD-CUT EFFECT THAT SUPPLIES THE ESSENTIAL NOVELTY

ler, of whom we spoke, etches with a two-ninety Gillott. Harry Fenn gives the breath of life to leaves and flowers, and quiet woodland hedges and all the glorious weave of Mother Nature, when she sets to her task. Yet, when we stop to think of it, the old masters were apt to play with fine lines and the subtleties of the drawing pen. Who can say that Abbey was not at his marvelous best when tracing out for future generations those charming, fragile, yet wholly human studies of his in pen and ink?

We sometimes rub our eyes in startled bewilderment at the transposition and the juxtaposition

Perfumes are sold in this way.

Rugs and house furnishings come a close second.

But it does not stop here. The homeliest manufactured article can be given a sort of superlative halo, by proper illustration and setting.

Silverware has reached great sales and the demand has been rushed upward to impressive figures, via shrewd advertising.

The war itself was sold to the public through pictures plus dove-tailed text.

Efficiency has been in true proportion to the quality of that material!

What does "creating atmosphere" really mean?

Suppose we give an example. The photograph of a manufactured product is, of itself, but moderately interesting. It stimulates no more than passive imaginative attraction. Yet this same object, handled in a clever way by a man who knows how, and enlivened by appropriate environment, suddenly becomes welcome to the eye. It is window-dress-



The **World**

NEW YORK

TEL. 4-0000 BEEKMAN

OFFICES IN GREATER NEW YORK:

MAIN OFFICE, WORLD BUILDING, PARK ROW
 UPTOWN OFFICE, COR. 38TH ST. & BROADWAY
 HARLEM OFFICE, 249 WEST 125TH STREET
 BRONX OFFICE, 408 EAST 149TH STREET
 BROOKLYN OFFICE, 282 WASHINGTON STREET
 317 FULTON STREET.

Feb. 17, 1919.

Dear Sales Manager:

You want to establish your trade-mark in New York. But--to play safe with your bank-roll, must you work the trade for two or three years before advertising?

Or, if you would win the world's greatest market quickly, and are willing to spend freely to do it, must you sit in on a holocaust of wastefulness?

NO! You can steer a safe and sane middle-course. You need not waste time unduly; that your advertising may make good, nor money in order to save time.

Secure THE NEW YORK WORLD'S INTRODUCTION TO THE DEALER!

Decide upon an adequate but reasonable advertising appropriation; guarantee your contract non-cancellable. The World will then help you make quick (though small) introductory sales to the trade before your advertising is released.

Allow six weeks or two months for three men to cover the drug trade; two or three months for eight or ten men to call on the grocers.

Ask us to explain why The New York World's Introduction to the Dealer is so valuable? Why the dealer has such confidence in the New York World and "The World Plan"? Why he reads and has always read the New York World? Why he enthuses over "The World Retailer"? Why he is ready to co-operate in return for protection against the unscrupulous salesman whose promises of advertising are never made good?

Are there some questions you would like to ask about the New York market? Have you seen "The World Retailer"?

Very truly yours,

THE NEW YORK WORLD'S

Bertrand L. Chapman

MGR.

MERCHANDISING DEPARTMENT.

ing on an exalted scale. It is landscape gardening, done in pen strokes and brush marks.

There are times when it becomes necessary and expedient, because of poor reproduction, paper, inks, etc., to make facsimiles of either photographs or wash drawing originals. The subject is silver-printed and gone over in pen and ink, but with what painstaking care and feeling! It is not unusual for these line plates to make a more artistic showing than the copy.

Several important firms have established reputations for the beauty of their campaigns. Students of all that is best in art single them out as examples of what can be done, if the pride, determination and craftsmanship is there.

One famous furniture house, having hit upon a refined pen technic for a series of full pages in magazines, has adhered to it, year after year, with an accumulative result that builds splendid prestige for all concerned. These drawings have been universally praised and reproduced. It only shows that the hurried, bustling old world does know a good thing when it sees it and is duly appreciative.

We predict that the hour is close at hand when there will be held a National Salon of Advertising Art, in its various branches. Not fussy little exhibits, of narrowed patronage and limited scope, but a movement that shall take in all peoples and all classes.

For advertising is world-wide in its ultimate scope. The nation recognizes in it a power for great good, for widening zones of education and for American supremacy in every trade channel.

Thus to bring the public and the advertiser and the men who prepare advertising in close touch will prove a beneficial move. Thus, too, will all the worthy things be seen and studied. It will encourage us to even higher ideals. The assertion is ventured that such an exhibit would be an artistic venture. These canvases and portfolios of pen-and-ink

originals in their large form give valuable facts to the consumer—tell him to what lengths of service the advertiser goes in his search for successful appeal.

We doubt whether the public knows this story in all its details. It accepts too much for granted; the finished product, as it appears in newspaper or magazine or on the posters. All of the struggle of production now remains in the background.

This Forum might win new friendships for advertising. Its interchange of ideals would be constructive.

And now advertising has a *real* exhibit. From the artist who draws, to the engraver and the printer, who give these arts actual visualization, credit where credit is due is about scheduled for public approval.

Speakers Announced for Representatives' Banquet

George H. Hazen, of the Crowell Publishing Company, will act as toastmaster at the annual banquet of the New York Representatives' Club, to be held at the Biltmore on February 28. The speakers will be George Frank Lord, E. I. duPont de Nemours & Co. James Sullivan, secretary of the A. N. A.; James O'Shaughnessy, secretary of the A. A. A. A.; S. L. Collins, *McClure's Magazine*; H. H. Porter, of the Harry Porter Company; W. A. McDermid, Gerhard Mennen Chemical Company, and Joseph Moore, of the International Magazine Company.

There will also be representatives of the Army and Navy on the speakers' list and two men prominently identified with public life.

Will Study Foreign Trade Problems

A study course in foreign trade is being organized by the Brooklyn Central Branch of the Y. M. C. A. The opening lecture was given on February 19.

Carroll J. Swan Represents "The Independent"

Carroll J. Swan, New England representative of the *Literary Digest* since 1901, is now manager of advertising for *The Independent* in New England.

To Represent Boston "Herald"

Seraphine & McDevitt, New York, have been appointed Eastern advertising representatives of the Boston *Herald*.

**Popular
Science***Founded* MONTHLY 1872

We are about to enter one of the most extraordinary constructive and reconstructive periods that the world has ever seen. It has been so after nearly every great war in history. War is a depleter, a terrible destroyer; what has been destroyed must be built up again.

Science and invention will play a dramatically important part in this work.

R. C. Allison

THIRD SOUTHERN TEXTILE EXPOSITION *and*



The Biggest Event in The Southern Textile Industry

The THIRD BI-ANNUAL SOUTHERN TEXTILE EXPOSITION is to be held in Greenville, S. C., May 5-10. The 1917 show was big, the turnstiles registering about 36,000 admissions. An admittance fee is charged.

The last two years have been prosperous ones for the textile industry. They have been difficult years due to the rush of orders. Good prices and many orders have made managers eager for equipment to help produce more and better goods. Labor has been scarce during

these years. Mill managements want labor saving appliances. They are also seeking equipment with which to make living for employes better, make them more contented.

85 per cent of the mills in the South maintain mill villages. Many operate company stores. A large number have nurseries; kindergartens, schools, auditoriums, motion picture halls, playgrounds, and parks.

What it takes to maintain these activities is what the mills are buying.

Executives attend these Southern Textile Expositions. You can meet them there. Full information from COTTON, Atlanta, Ga., or

John A. McPherson, Managing Director
Southern Textile Exposition
GREENVILLE, S. C.



Textile Mill Owners buy for

COTTON—THE SOUTH'S TEXTILE MAGAZINE

Cotton Service Cannot Be Duplicated

The May Number of COTTON will be at the Third Southern Textile Exposition with the advance story of the show. COTTON offers an opportunity to exhibitors to reinforce and perpetuate their displays.

Non-exhibitors will find May COTTON an efficient means to get their story across to visitors. If you cannot be present personally put your exhibit in the May number of COTTON.

The May number of COTTON offers additional advantages. It will be distributed at the annual convention of the National Hosiery & Underwear Manufacturers, the annual convention of the American Cotton Manufacturers' Association and undoubtedly annual meetings of several state cotton manufacturers.

Write us for a frank expression regarding your sales opportunity in this field.

COTTON, ATLANTA, GA.
Member A. B. C., A. B. P.

The south consumes practically 60 per cent of the cotton consumed in the United States. The number of spindles in the South's cotton mills increased 319,546 during 1918.

This is the market COTTON covers. Manufacturers of textile machinery can use COTTON to advantage. Manufacturers of articles required for community service, maintenance of mill villages, welfare work can use the service of COTTON.



all Community Activities

Effective Immediately

All back covers on LIFE are non-cancellable.

All inside covers and inside color pages are non-cancellable after six months prior to closing date.

All black preferred position pages are non-cancellable after 90 days prior to closing date.

LIFE is growing as never in our 35 years, straight full price circulation without an effort on our part, now in excess of 215,000 net per issue and growing.

Rates subject to change without notice.

Latest A. B. C. statement always available or we will gladly furnish latest figures for current issue.

Gee. Bee. Are.

LIFE'S Advertising Manager, 31st St., West, No. 17, New York
B. F. Provandie, Western Mgr., Marquette Bldg., 1537, Chicago

Watches Foreign Publications for "Leads" for Business

Dealers' Ads Particularly as Published in South American Newspapers
Offer Tips to Specialty House

By Paul Sauer

Advertising Manager, Columbian Steel Tank Co., Kansas City, Mo.

IT is not always the case that, because an article sells well in the United States, it will take equally well in Latin-American countries. Take our line of products for example. We manufacture silos, used principally by cattle raisers, grain bins for raisers of wheat, corn, rice and other grains, sanitary farm products, oil truck tanks, hoists for dump beds and dump beds, storage tanks and oil equipment and for these products there is now a large demand.

Wherever trucks are used for hauling, we have a chance to sell a dump bed or a hoist. They are both a labor and time saving device. Our Gold Medal silos and grain bins are an essential to every ranchman and farmer, and in South and Central America, many bushels of wheat and other grains are annually destroyed through different causes on account of poor storage or no storage facilities at all.

Our publicity will appeal to the dealers with whom we get into correspondence, apprising them of our products, and they in turn will solicit from the consumer. We also get inquiries from large haciendados to whom we sell direct. I watch the leading publications from those countries and read all that is going on here and there. I will read about a good crop coming up and who raises it. I will immediately write them and give them all the data necessary of what I think they need.

During the war our export business was practically reduced to nothing, as we were compelled on account of the shortage of raw material and labor to turn down any sales for which we might have had inquiries. Also the unsettled conditions in the oil fields

of Mexico retarded the placing of our bolted storage tanks and oil equipment in that country, but I am confident that these conditions are improving from day to day, and in a short while all will be normal again.

GOOD PROSPECTS IN PUBLICATIONS ABROAD

I have found it also a good policy to watch advertisements in foreign publications, and when I see an advertisement of a dealer who I think could handle our product, I write him and send him literature and tell him what we have to offer. As a result, recently our sales department succeeded in placing several of our dump bodies and hoists. Whenever I notice an advertisement of a dealer which appeals to me I take the name and address and turn them over to our sales department, which sends out literature and correspondence. In this way, even though we do not always make a sale, we do get our catalogues distributed to interested parties who sooner or later will be interested in some of our products.

Correspondence is carried on in Spanish or English. If the inquiry comes to us in English, we reply the same way. If it comes in Spanish we carry on in their own language. Corresponding with your prospective customer in his own language has a tendency to create confidence. I know of several cases where inquiries from foreign countries came in native language. They were answered in English. One prospective customer was offended and wrote back that if the firm did not think enough of his inquiry to answer him in his own language, he did not care to do business. Moral:

Translate your letters on suspicion.

Our new advertising campaign in these countries will probably begin in February and as it takes from three to four months before results can be realized, we will by that time be in position to take care of all foreign orders.

It is our intention, as soon as our export business is on a paying basis again, to participate in some of the national exhibits in Latin-American countries showing our full line of products and perhaps at that time do some local advertising in the respective newspapers of the different countries.

It takes time, money and patience to build up an export business, but it will be money profitably invested as it will increase from year to year if you keep at it and keep your trade-mark before the public.

Brick Manufacturers Plan Joint Campaign

THE brick manufacturers of the country will soon start an extensive advertising and publicity campaign to popularize brick for building purposes.

The Face Brick Manufacturers' Association and the Common Brick Manufacturers' Association met in Chicago last week and took joint action on the proposition. The details of the campaign are yet to be arranged. But in general it was decided that space should be taken in national mediums and a determined effort made to "sell" brick to the people on a basis of straight advertising. The country newspaper press also will be given attention. In addition there will be a campaign of education carried on by means of newspaper and magazine articles. The expense of the effort will be provided for by an assessment of fifty cents for each thousand of brick sold. Members of both associations will be called on to pay this assessment.

The association will work in close co-operation with the "Own

Your Own Home" movement. They are formulating a plan to finance building contractors who desire to build homes for sale on convenient terms. Precedent for this is seen in the offer of Horace and Thomas Dodge, Detroit automobile manufacturers, to loan a million dollars to the city of Niles, Mich., to build houses for about 600 families that will move to Niles when the Michigan Central railroad transfers its division headquarters there from Michigan City, Ind.

According to the Dodge plan, which was announced last week, the city council of Niles will appoint a municipal agent who will have direct supervision over spending the money, which will be loaned to any contractors who will build the houses there.

A. C. A. Elect Officers

At the recent meeting of the Association of Canadian Advertisers held in Montreal, officers were elected to office for the balance of the current year. The regular election was unavoidably delayed by the epidemic, which caused considerable disjuncting of the Association's programme for 1919. The newly elected officers are the following:

W. M. Mackay, of Lever Bros., Ltd., Toronto, was re-elected president; W. C. Betts, of S. Davis & Sons, Montreal, vice-president; J. R. Kirkpatrick, of E. W. Gillett, Limited, Toronto, treasurer. New directors are L. R. Greene, of Tucketts, Limited, Hamilton, Ont.; B. H. Bramble, Canadian Chewing Gum Company, Toronto; G. F. Morrow, Atlantic Sugar Refineries, Limited, Montreal; E. M. Emery, Lake of the Woods Milling Company, Montreal; D. George Clark, McClary Manufacturing Company, London; W. T. Gregory, Cowan Company, Toronto.

Army Men in Civilian Work

Lieut. Kneeland L. Green, 40th Engineers, U. S. A., and Sgt. George R. Krass, of the Tank Corps, have been discharged from the Service and have joined the sales force of the Applied Arts Painters and Gravers, New York.

Before entering the Service Lieutenant Green was in the art department of the H. K. McCann Company, and Sergeant Krass was assistant press agent for Winthrop Ames' Little Theatre.

Conrad & Jones Company Appoints Agency

The Conrad & Jones Company, rose-grower, of West Grove, Pa., has placed its advertising account in the hands of the Tracy-Parry Company, Philadelphia.

Edición en Español de VOGUE

(Spanish Vogue)

Wait a year if you must —

SOME day soon you are going to think about Latin America just as you now think about Kansas or Iowa, as part of your regular selling territory. Wait another year, if you must, to start your real campaign for this territory, but—

Do this—set aside \$1200 now; call it an investment in "Business Insurance," and begin at once to build up a name and reputation for yourself in the great South American market.

For \$1200 you can buy 12 pages in Spanish Vogue.* These 12 pages will be talking about your products every month in the year to thousands of the wealthiest families in Cuba, Mexico, Central and South America, with the result that when you are ready for this territory, the territory will be ready for you.

In addition to this excellent publicity you will find at the end of a year that you have opened up correspondence with exceptionally worthwhile individuals in practically every city of importance in Latin America. With many sales nine-tenths made it will be an easy matter to pick and choose among the dealers.

If there was a state in the union that this argument would fit you would buy these 12 pages today. Isn't it reasonable to think of Latin America as just another "selling state"?



E. C. CONOVER, Advertising Manager
19 West 44th Street
New York City

*The \$100 page rate can be secured if orders are received prior to March 1st.
After that the rate is \$150 a page for 12 page contracts.

Advertising Enables Farmers to Get Just Price for Produce

The Answer to Problem Raised by Dairymen's League

THE DAIRYMEN'S LEAGUE, INC.
NEW YORK CITY, Feb. 5, 1919.

Editor PRINTERS' INK:

I have read very carefully and with much interest your editorial "Producer's Right to a Fair Price." I wish to thank you in behalf of the dairymen for your fair treatment of this very important question.

I am somewhat familiar with both country and city conditions and think I am in a position to say that one of the most serious problems that this country has to face is that of the production of food. Consumers are in the rather precarious position of quarreling with their bread and butter. They don't seem to realize that the farmer is not only not profiteering, but, on the average, he is not making even a decent living. This is especially the case with the Eastern farmer. However, perhaps the consumer is somewhat justified in the viewpoint which he has, because he pays such high prices for the products which he buys.

You, for instance, know what you have to pay for apples in the city markets. Paying the prices for apples that you do, it would be difficult for you to believe that I sold hundreds of bushels of a very fair grade of apples last fall to an evaporator for about 60 cents a hundred. My brother and I tried shipping them to the city, but after we had paid transportation charges, broker's commission, the money that was received back from the commission men did not net us as much as selling the apples to the evaporator. This is a representative example of what happens with nearly all products that the farmer raises, with the result that almost every farm is for sale, and the young men on the farms have either left or are planning to leave for more remunerative and pleasant occupations. This means in years to come a continued decrease in the amount of food products raised, unless the consumers wake up and work with the farmers to bring about better conditions for both the farmer and the consumer.

THE DAIRYMEN'S LEAGUE, INC.,
E. R. Eastman,
Manager Organization.

Mr. Eastman depicts a condition to which thoughtful people have given a great deal of consideration during the last few years. The situation which he outlines is, of course, more true of some sections than it is of others. Mr. Eastman does not mean to infer that farmers, as a whole, are in any such precarious condition, as his letter indicates some are in.

After all, farming is like any other line. The degree of the success of those engaged in it ranges all the way from 100 per cent down to zero. Farming as a business, due to better organization and to better methods of production and of selling, never offered the opportunities that it does today.

But to attain their possibilities farmers must realize that making money in farming is as much a matter of selling as it is of production. Producers in all lines are learning that they must control the selling of their own product. That has been the trouble with farming. The husbandman has always been the dupe of the law of supply and demand. He dumped his produce on the market and took for it what was offered to him. What was done with it after that, who used it or how they used it, was no concern of his.

Of course, there was little else that the individual farmer could do. Working by himself, he could not influence markets. The co-operative marketing association, however, is getting around this difficulty. It enables the farmer to grade his produce, to trademark it, to advertise it, to organize markets and to control distribution clean through to the consumer. How various associations are doing this has been repeatedly told in PRINTERS' INK. Organized effort and modern promotion on the part of farmers is the only way the condition described by Mr. Eastman can be overcome. It is also the only manner in which the co-operation of the consumer can be won. Advertising is the tie that binds together the mutual interests of the producer and the consumer.—[Ed. PRINTERS' INK.]

Leo P. Bott, Jr., has returned from the Service and has reopened his advertising office in Little Rock, Ark.

750,000 Homes make up The Quality Market

April
forms for The
Quality
Group close
March *first*



*Mark
This* $9\frac{1}{2}\%$ *Dupli-
cation*

*Atlantic Monthly, Century Magazine, Harper's Magazine,
Review of Reviews, Scribner's Magazine, World's Work*

To Advertisers Everywhere

It's time to come out into the open regarding circulations.

(See open letter on opposite page.)

THREE WAYS TO TEST CIRCULATION

1st. Make the publisher tell you what percentage of his subscribers renew annually. *With us it is 76.73%.*

2nd. Make the publisher tell you the average amount received from each Subscriber for his paper. With us it is \$1.24 net a year, after deducting all commissions.

3rd. Make the publisher tell you *HOW* and where he gets his circulation. Ours comes from direct renewal subscriptions, and by old subscribers sending in new names.

***Figures Mean Very Little
Unless Backed by the Subscriber's Cash***

Bulk of circulation, if secured by forcing methods, counts for very little as far as results to advertisers are concerned. 100,000 circulation may mean but 20,000 actual readers, if the subscribers were secured through any other inducement than by the merit of the publication alone.

It is time high-grade papers received their due. If you agree, take this up with the A. B. C., and place your advertising accordingly.

Our rate is 25c per line. \$180 per page; forms close ten days in advance. Send for sample copy.

The Farmer's Advocate and Home Magazine

Published by

THE WILLIAM WELD COMPANY, Limited
London Canada

OPEN LETTER TO THE AUDIT BUREAU OF CIRCULATIONS



LONDON, CANADA

Gentlemen:—

We have been members of the A. B. C. since it was first organized.

We entered because we felt we had a circulation that made the name of the A. B. C. mean something to the advertiser and advertising agency.

We believe in the cause for which the A. B. C. is organized, but the time has come when it should adopt better business methods regarding quality of circulation. At present, the words "A. B. C. Guaranteed Circulation" apply solely to *quantity*, and mean nothing as to *quality* of circulation—percentage of renewals, methods of increasing circulation, or net rate per subscriber received by publisher.

The annual subscription price of the Farmer's Advocate and Home Magazine, London, Canada, is \$1.50 in advance. Its circulation, as shown on A. B. C. audit report for year ending June 30th, 1918, was 30,878. The cash received from this circulation for the same period, after deducting all commissions, was \$38,351.55, making an average of \$1.24 net for each subscriber. Weak and inferior publications, employing strong-arm circulation methods, using premiums, guessing contests and other questionable tactics, allowing agents 100% and in some cases even giving bonuses for getting names, get the A. B. C. endorsement of this inferior circulation. Some advertisers KNOW circulation for themselves; others depend upon A. B. C. reports, and, misled by these, place their advertising in these inferior publications.

To be of continued use to us, as the oldest farm paper in Canada, employing only honest circulation-getting methods, refusing fakes, liquor, tobacco, mining-shares, or any other objectionable advertising, A. B. C. approval must differentiate between *sound* circulation and temporary, inflated, circulation.

We leave it with you to devise some way of differentiating between first-class circulation and the other kind, convinced that it will be in the best interests of advertisers generally, and the A. B. C. in particular, to adopt without delay some means of rating circulations as men and businesses are now rated, financially.

NET DAILY CASH RECEIPTS the ONLY TEST OF QUALITY.

Yours very truly,
The WILLIAM WELD COMPANY, Limited.

Incidentally—

Not only dentifrice, tooth-brush and exclusively-dental manufacturers may profitably use ORAL HYGIENE.

For dentists use some other things in quantity.

This should interest the makers of paper towels and paper drinking-cups and liquid-soap dispensers and germicidal soap and similar products.

Incidentally—when you win the goodwill of a dentist you have won the favor of a man whose recommendation carries weight.

His patients take him at his word—else they would not be his patients.

ORAL HYGIENE reaches the *entire* dental profession (how it's done is an interesting story).

The little magazine (it is PRINTERS' INK size) has their confidence and respect and affection.

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Business Office: PITTSBURGH, U. S. A.

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Publisher Editor Business Manager

FRANK C. THOMAS, Eastern Manager
6 East 39th Street, New York

Taking Care of the Demobilized Soldier

British Ministries of Labor and of Reconstruction Find Jobs for Men and Men for Jobs

By Thomas Russell

London Correspondent of PRINTERS' INK

MUCH will have to happen before business is "as usual" here. More important than the most important kind of production is the reabsorption of labor. The good will and good feeling of employers will be needed to carry this out successfully.

The demobilization of the army will be facilitated by the fact that the men cannot all be spared at once. That is one advantage of the unconditional peace. Two Ministries—Labor and Reconstruction—are concerned with the work. The Reconstruction Ministry will do all it can to help manufacturers to get labor. The Ministry of Labor will do all it can to prevent unemployment: two sides of the same thing. It would be wrong to lay too much stress on the political aspects of the situation: but there is a certain amount of politics behind the method which the Government has decided to adopt, and for which \$150,000,000 have been appropriated.

As soon as it became known there was to be a general election, the trade unions called out of the Government the Labor Members of Parliament who had formed part of the Coalition. These included Mr. Clynes, Minister of Food Control; Mr. Hodge, Minister of Pensions, and Mr. Brace, the acting Home Secretary. Labor, in the country, was highly distrustful, and it had no doubt been long foreseen that any plans for reconstruction would have to be so drawn as to bid for the labor vote—to say nothing of the soldiers' vote. The latter is momentarily less important, taking a short view. It is admitted that only a small proportion of soldiers can vote at all.

The soldiers will only come into the labor market by degrees. But munition-workers are there already. One problem is to take care of them without allowing all of them to pre-empt all the best jobs before labor becomes more plentiful than employment. Women aged thirty and up have a vote: fully a third of the female munition workers are believed to be that old. Thousands of Government typists and stenographers are being dispensed with already. They are finding work easily. But the older women-clerks, many of them educated women above the typist class, find jobs very scarce: and most of these are voters. It is all sorts of a problem.

HOW WILL ENEMY PAY?

It would be easier to forecast the position a year hence, if anyone knew just how the enemy was going to be made to pay for his misdeeds. Obviously he cannot pay in gold. There is not enough gold in the world. If the Allies take goods in direct payment, their manufacturers and workers will have competition that they will not like. The producers of the goods taken over will be relieved of all selling effort. If the indemnity—or reparation, if you prefer the term—is taken indirectly, the enemy being required to issue credits to an annual amount until the debit is wiped out, payment will still be by goods, but the goods will have to be sold before the producers are in a position to meet their debts. This is more manageable competition. They will not be tempted to cut prices any more than they have to. Nobody knows how the labor market will look a year hence: it will be affected by these things.

Every town in Britain has a Government Employment Agency, formerly called a Labor Bureau, operated by the Ministry of Labor. These offices are to be used in providing jobs for soldiers. Soldiers will be disbanded, not by regiments, but by trades. An army of occupation is needed in Germany until the armistice becomes a peace proper: it may still be needed, in part, after the treaty. Germany kept soldiers in France after the 1871 treaty until the indemnity was paid, and found that the desire to be rid of them was a most potent collecting agency.

What is to become of the last men to be disbanded? The first drafts will be absorbed easily enough. The official Employment Bureau will help all it can. On disbandment every man will be entitled to a free railway ticket home, twenty-eight days' full pay, with ration allowance, and the same payment for wife and dependents as when he was on active service. He can wear his uniform during this furlough period, and keep it at the end, except the overcoat—which is about the only part of it that would be of any use to him. He will also have an Unemployment Policy given him, graduated in amount according to the number of children that he has under fourteen years. This policy lasts for a year, and benefits under it can be drawn for any twenty weeks during which he is unemployed: but he must attend at the Employment Exchange daily while drawing out-of-work pay.

PRIORITY EMPLOYMENT

Almost all employers have promised to give back their jobs to their enlisted workmen, and in many organized industries there is a formal agreement with the trade union to give priority to men who have served. Under the Munitions of War act, "controlled" factories are *obliged* to give first preference to employees who were on the payroll at the beginning of the war, and were subsequently enlisted.

Industries will be re-established in order of importance so far as

they require Government aid in the way of relaxed regulations of imports, facility for getting raw materials, etc. This marches with the release of men according to industrial classification. It would not be good for a man to be demobilized before his trade was a-going. Men on home service and abroad will be disbanded in equal numbers simultaneously. Every man will fill up a form, which is sent to the Ministry of Labor, giving particulars of his pre-war employment. If his employer has promised him a job on disbandment, or if work has been found for him before he is demobilized, a portion of this form is sent to his Colonel. When this officer has to make up a draft, he selects from these "slips" the men in the highest employment-categories, with preference to those having families.

EMPLOYMENT FOR THE UNFIT

Without being actually disabled (when he would be taken care of under the pension scheme), a man may find himself unfit to resume his former work. Local War Pensions Committees, all over the country, are empowered to assist such men to obtain training and employment. Every man actually disabled is entitled to training and to support until he can earn. An educational system which was started in France in March, 1918, is to be extended during the demobilization period, and a man waiting to be released can obtain instruction in his choice of eleven languages, in economics, political economy, mathematics, chemistry, electric engineering (lighting and power), art and designing, principles of machinery, accountancy, scientific agriculture and other subjects. There is also a plan for settling soldiers on the land, as small farmers—not hitherto a very promising career in this country, though.

FEEDING MATERIALS TO FACTORIES

Shipping, and also inland transport, are problems. Cotton, wool, leather, minerals, and other things that are not foods will have to be

WE wish to direct careful attention to the series of articles from our special correspondent in Europe, Mr. C. H. Claudy, which are appearing regularly and exclusively in the columns of the **SCIENTIFIC AMERICAN**. Mr. Claudy, of our editorial staff, has completed his work in England and is now in France. The articles on the British Navy (Feb. 1st), British Ideals of Reconstruction (Feb. 15th), and Reconstruction in Europe (Feb. 22nd), are to be followed by others on British Plans for Reconstruction, English Railway Reconstruction, From Fighting Line to Factory, England's Scheme of Demobilization, England's Aircraft Industry, British Munitions, Future of British Flying, Etc. As our correspondent is following the same general line of investigation in France, it is quite obvious that the whole series of articles will form a valuable compendium of information that will be of the highest assistance in the working out of the same industrial and social problems in the United States.

SCIENTIFIC AMERICAN

*The Journal Which Rounds Out the
Executive's Weekly Reading*

Woolworth Bldg.,
New York

People's Gas Bldg.,
Chicago

got in, and then distributed. The Government does not want the responsibility of sharing out these supplies. Trade Councils, consisting of factory-owners and workmen, are being set up for each industry. The future of the railways, air transport and motor trucks are to be considered by the Ministry. The roads have been so neglected during the war that it will cost about \$300,000,000 to put them right. We have a fine canal system, but most of the canals are owned by railways, which keep them out of use. This preposterous abuse is to be cured. The railways are to become national property.

Increased output is greatly desirable in essential trades. But Labor is not overfriendly to output. A better understanding must be reached if the nation is not to suffer. Before the war, the most essential industries were precisely those in which limitation of output was most rife. This shortsighted and detestable system, which forbade a man to do as well as he might, however much it prospered him, may turn out the hardest nut of all to crack.

The number of new houses needed for working men has been estimated at different times, anywhere from 500,000 to a million. These houses are not going to be allowed to spring up haphazard. Town-planning is to be controlled in some way, so that the factory may not make the dwelling-house intolerable. People like Lever Brothers and the Cadburys have shown that an industrial town can be beautiful and healthy—even if the product is soap.

BANKING AND FINANCE

A committee of the Ministry of Reconstruction has been formed to deal with the question of finance. Manufactures and trade will need greatly increased outlay. Raw materials will have increased in price; wages will be higher; larger credit—especially in export trade—will be necessary. This will make larger demands than formerly upon the working capital of business firms of almost every kind, and keep it locked up longer.

The banks and other institutions that now exist for financing the trade and commerce of the nation may not be in a position to meet this increased demand. A new banking system may be required. Alternative sources of credit for essential commerce and industry must be found. These points are being threshed out by the Committee on Financial Facilities.

Trade-Marks in Czecho-Slovakia

A law has been passed in the Czecho-Slovak State for the protection of patents and trade-marks. All patents and trade-marks registered in the Austrian Empire will apply in the new State, Lawrence Langner tells *PRINTERS' INK*, but it will be necessary at a later date to file certified copies of such patents and trade-marks at Prague.

At first the former Austrian laws concerning commercial invention rights (patent, trade-mark and designs laws) will remain virtually unchanged. A complete revision of the trade-mark law is being planned and will be effected at a later date.

The Czecho-Slav Patent Office will be patterned along the lines of the Vienna Patent Office and will have departments for applications, complaints, nullifications, etc. As the Czecho-Slav Patent Office is taking a great many experienced jurists and technical men from the former Imperial Patent Office at Vienna, it will be in working order from the very beginning.

Lucius French Back With National Car Corporation

Captain Lucius French, of the Ordnance Department, U. S. A., has returned to the National Car & Vehicle Corporation, Indianapolis, as advertising manager. He was assigned the task while in the Government service of designing and producing instruction books on army motor vehicles. Twenty-nine different books were required, containing a total of 5,587 pages and 2,134 illustrations.

Joins Erwin & Wasey Company

John W. Sturdivant, formerly with the Wm. H. Dilg Advertising Agency, Chicago, has joined the Erwin & Wasey Company, of the same city.

Morris & Co. Have New Advertising Manager

Charles W. Meyers, formerly of the S. C. Price Company, Chicago, is now advertising manager of Morris & Co., the Chicago packers.

The Religious Press

The constituency of the Religious Press is a more nearly permanent one than can be found elsewhere in American periodical literature.

In the establishment of a permanent market for a worthy product no other class of periodicals offers continuity or stability equal to that found in the six million or more net paid circulation of the Religious Press.

The Religious Press represents the worth while element and the real leadership of every community.

Space sold in large or small units
—sectional or national.

—unlike other periodicals, the Religious Press, as a class, has not asked advertisers to pay increased production costs by rate advance

Street & Finney, Inc.

Advertising

171 Madison Ave., N. Y.

December 10th, 1918.

Printers' Ink Publishing Co.,
New York City, N. Y.

Gentlemen:

Attached you will find an order for our advertising for the year 1919. This is the best evidence we can give you of our regard for PRINTERS' INK.

We would like to add that last year's campaign proved very satisfactory. In fact, we were quite surprised at the results directly traceable to your publication.

Only a few days ago we closed a contract to handle the advertising of a prominent manufacturer, whose original inquiry came to us from PRINTERS' INK.

Not long ago an inquiry from another manufacturer came to us as the result of our advertising in your publication. As it happened, we were unable to handle the account because the product was similar in general character to that of one of our present clients. We recommended another agency and have recently been advised by them that more than \$75,000 worth of advertising has already been placed for the manufacturer referred to.

Y. Just another instance of the pulling power of PRINTERS' INK: A short time ago a representative of one of the largest manufacturing companies of its kind came to us to inquire about Street & Finney's service. They found that our organization and theirs could work together advantageously and the contract was closed.

We naturally were curious to know why this company had come to us voluntarily, and you will be glad to know that it was because they had been following our advertising in PRINTERS' INK. This along with statements from a number of publications that Street & Finney is a good agency, brought them to our office.

These are only a few instances of the results our advertising has brought us. We might cite other inquiries, including one from a New York advertiser who has been reading PRINTERS' INK for years and who recently asked us to take over his account.

In view of such results as the above, we are confident that if you will simply take care of us in the matter of position, Street & Finney can continue to supply copy of a character that will prove profitable to us both.

Yours very truly,

STREET & FINNEY, INC.

H. B. LEQUATTE, Business Manager.

Are your Goods on Sale in England?



F, on account of purchases by the Allied Governments and particularly the English Ministry of Food, your goods are now on sale in this country, why not make the trade a *permanent* one? You have now, at no expense whatever, advantages which cost pre-war exporters thousands of dollars; national distribution through both wholesaler and retailer has been officially secured for you; the consumer has actually tried and is familiar with your products; and he is willing to keep on buying them in the future so long as they are kept before his notice.

To make this war-time trade permanent, all that is necessary is a moderate amount of well-directed Press advertising, plus the services of an enthusiastic firm of selling agents.

We are especially equipped—perhaps better than any other agency in the British Isles to-day—to give you the greatest degree of helpful Selling Service. We are experienced in the successful advertising of Specialties of all kinds. Colleen Soap is one of our successes; Ovaltine, the Malt-Milk-and-Egg Tonic Food Beverage is another; the Aeolian Company, Ltd. (of England), is a third; Yorkshire Relish a fourth; Iron Jelloids a fifth; Collin-

son's Orient Cocoa is a sixth and so on. We can help you with the essential Press advertising; we have a fine staff of consultants, artists and copy-writers; we can look after your trade distribution; we control a Sales Agency which can undertake the organization and supervision of sales; and we can prepare and print your labels, cartons, lists, your booklets and your dealers' helps, in such fashion as will appeal to British tastes and preferences.

Great Britain is now in a position to absorb huge quantities of American-made goods—from canned milk to motor-cars—and if you want a permanent trade in the British Isles you should know more about the unique Advertising and Selling Service offered by this Agency. Please write us, on your official note-heading, raising your particular difficulties, and asking for a copy of our booklet, "Why I Chose the Saward-Baker Agency."

SAWARD, BAKER & CO.

(H. G. SAWARD, PRINCIPAL)

Advertising Service, Printing & Sales Agency

Head Office: 27 Chancery Lane, London, W. C. 2, ENGLAND

How to Talk to Plain Folks

(Continued from page 6)

the plush box by itself, in the very front of the show case where every customer might not fail to see it. Among other merchandise in the wall cabinet was a sterling silver bud vase, and two cut-glass perfume bottles.

In reply to my compliment as to his up-to-date stock, the jeweler showed some feeling. "I've got to be more up-to-date in a town like this than in a city," he said. "The people around here like to go to Fort Worth to spend their money anyhow, and if I did not have the new things they would pass me up altogether."

All the foregoing seems to show that there is practically no difference between city and country people. There may have been at one time, but not now. And that being the case, why should it be necessary to use one kind of sales talk on one, and another kind of sales talk on the other?

The writer has put that question during the past month to probably twenty people who might be expected to have intelligent views on the matter. These included a country storekeeper, a farmer, an outdoor advertising man who was raised on a farm, and a lawyer who owns a large farm and spends part of each year on it.

The farmer stated that so far as he could see the mental attitude of farmers is not different from that of city people. Most of them get the daily newspapers and read each day the same news stories and laugh over the same syndicated cartoon service. He could see no reason why a special style of advertising should be necessary in selling merchandise to farmers.

The country merchant was very sure that farm people were different, basing his judgment on the fact that his customers are inclined to be loyal when broke and wanting to buy on credit, but when in funds like to go to the city and spend their cash with strangers.

He was assured that city people act in very much the same way.

The outdoor advertising man stated that he did not know whether different copy should be used for city and country people or not, but he felt that advertising along main traveled highways would solve the whole problem, without other publicity.

The lawyer is a man of culture who likes to study social phenomena. "I bought the place on which I spend my summers," he said, "about fifteen years ago. It is seventeen miles from a village of 3,000 inhabitants, which is also the nearest railroad station. When I first went up there, my only method of travel was a mule team, and going to town was a long trip. Afterward I bought a pair of good road horses and the trip was easier. After that I got a single-cylinder car, and finally a regular automobile. Now it is no trouble at all to get to town whenever I want to.

"In studying the psychology of my country neighbors, I like to compare their progress in worldliness to the progress I have made in locomotion. Fifteen years ago they were probably just as well educated as they are now. The boys and girls went away to college, and there were good books in the homes. But they weren't up to date in a worldly sense. They didn't pay much attention to the style of their clothes. If you had asked one of my farmer neighbors fifteen years ago what he thought of De Wolf Hopper, he would probably have thought you were mentioning some new kind of corn-sheller.

"But to-day they know every movie actor as well as the most blasé city person. The minute William S. Hart appears, no matter how mean he is in the first scene, they know his wistful love of a good woman will reform him in the end. They read Booth Tarkington and Irvin Cobb. It is amazing to see the number of magazines scattered along that seventeen miles by the rural postman. And now that the boys are coming home from the great ad-

venture of war, their families are going to take still more interest in worldly matters.

"I can't see," concluded the lawyer reflectively, weighing his words, "why an advertisement should be any different to appeal to those farmer friends of mine, from one which would be effective with my neighbors here in the city."

It was a woman who gave the most satisfactory answer when confronted with the two talking-machine advertisements and asked why the people in rural communities should have a different kind of sales talk used on them. She was in position to speak with some authority, for she had lived in a village of less than 1,200 and a city as large as Boston, beside several different-sized places in between. She reads Bernard Shaw but likes vaudeville shows. She makes good mince pies and does her own sewing, but patronizes a first-class beauty parlor to ward off the heavy hand of time. She is president of a Woman's Club.

"I don't think much of the tendency to be 'wordy' in the farm-paper advertisements," said this woman. "That is evidently a tradition handed down from the time when there were hayseeds among country people. Advertisement-writers have forgotten that country life now and fifteen years ago are quite different things. Most of the country people I know are just as well educated as I am; and I know I should resent being talked to in a first-reader sort of manner.

"At the same time country and city people do have a certain different view-point. Of course they all read the same Associated Press news every day, see the same picture shows and have the same problems of higher telephone rates and gasoline bills, but there is, after all, a certain difference in their lives.

"That difference, as I see it, lies in the attitude toward the home. It may be argued that a city person loves his home just as much as a country person. Perhaps he does. But it doesn't enter quite

so largely into his life. In the first place, many well-to-do city families live in rented houses or apartments, and are not thought of any the less for it. But in the country or small town a man who is worth anything at all owns his own home as a matter of course. Any family living in a rented house would get very little social consideration. A small-town business man who did not own his own home would have a hard time to convince his banker that he was worthy of credit.

"In the small town it is an event to eat away from home; in the city the average business man does not eat his lunch at home from one year's end to the other, and the rest of the family frequently take their meals downtown. In the city, people are married in churches and are born and die in hospitals. In the country these necessary acts are performed in the homes.

"In the city, people are so thick that one has to talk whether he feels like it or not. But in the country the men work alone in the fields and the women work alone in the house. It is something of an event to be able to sit down and have a good talk with friends. Country people will be attracted by any advertisement that visualizes the home as pleasant and comfortable, with human beings around to enjoy it.

"Perhaps the talking machine standing alone in the middle of a handsome room was the most effective for big league trade. But out in the country they like to see the talking machine surrounded by people. The illustration in the farm paper was psychologically correct.

"But let the copy writer beware. Those country people sitting pleasantly at their ease listening to music are not talking wholly about pumpkins and hog killing and manuring the back spring lot. Probably no one says 'By Heck' during the entire evening. They are just like city people, only a little more human; and they understand words of two, and even three syllables."



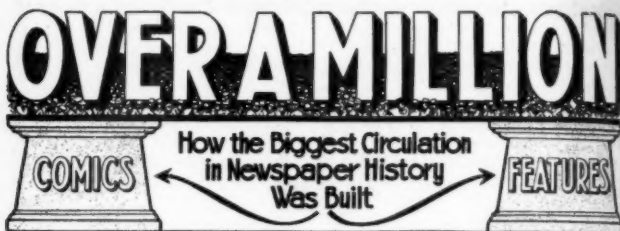
It's Worth Sending For

The ink is just drying on a booklet which gives hitherto unpublished facts and figures on the subject of "Selling to Textile Mills" (that's the title of it). Everybody who does sell to textile mills, also those who suspect that they ought to, should have a copy. Agency men, by all means. A letter head request brings it.

Textile World Journal

New York

*Audit Bureau of Circulations
Associated Business Papers, Inc.*



- FACT No. 1** The New York Sunday American is the First Newspaper in America which has reached a Circulation of over a million.
- FACT No. 2** The New York Sunday American is the Largest User in the World of Comics and Special Features.
- FACT No. 3** It uses the Comics and Features for which the King Features Syndicate, Inc., is the exclusive selling agent.

The fact that the New York American has achieved and is holding a circulation of more than 1,000,000 in the face of a diminished interest in war news, is the most remarkable proof ever offered of the value of comics and special features.

News is an essential staple product, of primary importance at all times—though of less vital import to the average reader in time of peace than in time of war—and all newspapers print the news.

Therefore, in choosing a newspaper in normal times, the average person selects the paper which gives him the news, PLUS those elements which afford him the most amusement, wholesome entertainment and gratification.

In other words, he selects the paper which carries in largest quantities the comic strips, comic pages, Sunday magazine pages, and articles by special writers, which please him most.

Editors who have carefully analyzed their circulation gains have been astonished to discover how many persons, in selecting a paper from a newsstand, or choosing the paper which is to come regularly into their homes, are influenced by the presence of some favorite comic character, or the work of some favorite writer or artist. This is frequently the determining influence which spells the difference between stagnation and circulation growth.

Permanent circulation, under normal conditions, must be built on those elements which not only arouse the average reader's interest, but which **HOLD IT FROM DAY TO DAY.**

The Comics and Special features we offer have the **HABIT FORMING SERIAL QUALITY** which is essential to **PERMANENCY** in circulation growth.

Write us for further Information and for Complete List of Comics and Other Features

KING FEATURES SYNDICATE, Inc.

241 West 58th St., New York City

M. Koenigsberg, Manager

American Trade-Marks Under the New Plan of Export Selling

Individual Marks of Manufacturers Need Not Lose Their Identity

Special Washington Correspondence

BUSINESS men who are interested in selling abroad under the Webb Law are questioning Washington regarding trade-marks that may be used under the joint compensation plan. Some of these queries have come to the Export Division of the Federal Trade Commission; others to the United States Bureau of Foreign and Domestic Commerce; and a large share have been directed to the United States Patent Office. This correspondence, it may be added, is made up of specific inquiries rather than questions on the abstract or academic proposal for the adoption of a national trade-mark or the use of a uniform inscription, "Made in U. S. A."

Most numerous of the interrogations are the inquiries from manufacturers who contemplate forming or entering combinations for export trade, as authorized under the Webb Act, and who inquire whether it is necessary for the corporation, which the law requires shall be formed to conduct any joint sales agency, to adopt a new or distinctive trade-mark for the identification of the products to be marketed. The answer in all cases is "No." This reply is plainly calculated to afford satisfaction to business men who write that they have their own private brands and trade names and dislike to abandon or subordinate them to any new mark that would have its way to make in the sphere of international trade.

Federal export specialists admit that they believe that it will usually be found advantageous for an export corporation or association to have its group, or collective mark to cover all its products. However, they do not urge their judgment upon business men, and it is conceded that there is much to be said for the contention

of manufacturers who have an investment of good will in their private trade-marks.

The continued use of such private marks under co-operation in countries where the privately-marked goods have already been on sale is clearly logical. Similar sentiment may operate, with only slightly less force, in the case of manufacturers who have never, up to this time, sold goods abroad but who feel that their trade-marks have a certain prestige overseas—thanks to advertising exploitation in American publications.

ONE ASSOCIATION'S METHOD

In concrete evidence of how the identity of private trade-marks may be preserved under the new alliances for export selling, officials refer questioners to the plan that is in successful operation by a selling combination of leading American paper manufacturers. This new corporation has no composite trade-mark to blanket all the products handled. Instead it is the policy of all foreign advertising and sales effort to promote impartially the several private trade-marks of the members of the combination. Not only does this preserve the good will in the watermarks already familiar to foreign buyers, but it is the feeling of the management of the combine that the prestige of these known brands will serve, in a measure, as a guarantee for the integrity of the unknown brands with which the time-tried merchandise is now found to be identified.

Some of the men who are just now formulating branding or trade-mark policy in connection with co-operative selling abroad ask at Washington if there is any objection to the use on goods for export of the private trade-mark of the producer and the commer-

cial signature of the common marketing agency. There is no objection. The courts have repeatedly handed down opinions to the effect that, if the law is complied with, there is no bar to the use on one article of two or more registered trade-marks.

A goodly share of the requests for information are more complex than might appear on the surface for the reason that they involve angles of the status of the collective or community trade-mark, so called. Under the statutes of the United States, collective or community trade-marks may not be registered at the United States Patent Office, although such marks are registerable in various foreign countries. Since the co-operative marks now making appearance are designed exclusively for use in foreign commerce, it might be supposed that eligibility to registration in the United States would be of little consequence in any event. This surmise would overlook the fact that to secure registration for an American trade-mark in the average foreign country it is essential that the mark shall first have been registered in the United States.

A question that, in slightly varying form, has had frequent repetition during the past few weeks propounds the eligibility for registration of a mark affixed to goods of miscellaneous origin by an association that is no more than a selling agency. The impression conveyed by some of the inquirers is that the commercial clearing houses whereby they will conform to the provisions of the Webb Act will be nothing more than sales agencies and that orders obtained by such agencies will be turned over to the individual manufacturers, shipped and billed direct from the respective factories, etc. Officials at the United States Patent Office do not feel free to register such marks any more than they felt at liberty to issue a certificate to the Brockton, Mass., Chamber of Commerce when it sought a certificate for a mark to be applied to all goods manufactured in Brockton.

The doctrine which will be held at the Patent Office to be controlling in the decision of all cases of this kind is that which was laid down in a case known as *Strawn vs. The Ontario-Cucamongo Fruit Exchange*, which was decided upon appeal at the United States Patent Office in the year 1912. In this instance, a corporation of the State of California made up of nine associations of fruit growers for which it merely acted as selling agent, not owning the fruit and not controlling the character of the fruit, was held not to be the owner of a trade-mark applied to the fruit and was not allowed to register the mark. Whether the fact that it is the intention of many of the new exporting combinations to control the character of the goods which they distribute, would distinguish the new school of joint selling from the California system involved in this case can only be determined, the Patent Office officials tell **PRINTERS' INK**, by close examination of the circumstances in a sales project for which trade-mark sanction was sought.

THE NEED OF A LAW PERMITTING A COMMUNITY MARK

Commissioner of Patents Newton states that he recognizes that the new conditions induced by joint selling under the Webb Act will bring increased pressure for the enactment by Congress of legislation that will allow the registration in the United States of collective and community marks. A bill authorizing the amendment of the United States Trade-Mark statutes to permit this was prepared a few months ago by officials of the Bureau of Foreign and Domestic Commerce, but the bill never got beyond the Congressional Committee to which it was submitted. Commissioner Newton in this connection calls to the attention of **PRINTERS' INK** a significant clause in the bill recently passed by the United States Senate for the purpose of making effective the programme of the international trade-mark registration bureau at Havana. Judge

Four Men We Are Proud Of

*We take pleasure in introducing these new
members of our organization*

MR. L. H. MEYER

Investigator and Statistician

WITH a reportorial and editorial experience as a foundation, Mr. Meyer has for many years applied himself to the buying and selling methods of large manufacturers. His close contact with the manifold phases of modern commercial practice has equipped him to handle advertising and merchandising problems on a broad analytical basis.

MR. W. P. BANNING

Space Buyer and Estimator

HE comes to us from the American Tobacco Company, where he has been supervising the advertising of the Tobacco Department, besides handling the Company's export business. His comprehensive knowledge of media and rates insures utmost proficiency in this phase of our service.

MR. I. LEONARD HEUSLEIN

Advertising Layouts and Typography

POSSESSING knowledge of art processes and type faces and their relation to advertising based on fruitful study and years of association with the Curtis Publishing Company. He brings in addition the lessons learned from extended experience with Advertising Agencies.

MR. ARTHUR G. MONTAGNE

Personal Service to Clients

HIS present function of Production Manager of this organization has been greatly enlarged in order that clients may receive a more directly personal service in connection with the varied activities of this agency.

SHERMAN & BRYAN
Incorporated
ADVERTISING
79 Fifth Avenue
New York

THE SYRACUSE SUNDAY HERALD

Established 1880

Member A. B. C.

Largest circulation any newspaper published in its territory.

50% more circulation than the only other Syracuse SUNDAY newspaper.

100% more circulation in the city of Syracuse than the only other Syracuse SUNDAY newspaper.

100% more advertising than the only other Syracuse SUNDAY newspaper.

The lowest advertising rate per thousand circulation of ANY Syracuse newspaper.

ROTOGRAVURE

The Sunday Herald's Pictorial Section, printed by the very latest process, offers an exceptional opportunity to the National Advertiser who is desirous of extending the sale of a high-class product in Syracuse and Central New York. Largest circulation, attractive rates.

Foreign Representatives

The N. M. Sheffield Special Agency

**Tribune Building
New York**

**Heyworth Building
Chicago**

Newton remarked that the application of the clause would escape full appraisal unless attention be specifically directed to it and yet it, in effect, endorses the principle of the collective or community trade-mark by providing penalties for any false designation of origin such as might be employed to deceive foreign buyers in the belief that goods of a given character came from a famous seat of the industry whereas in reality they had not such origin.

Several manufacturers who are preparing to combine under the Webb Act, have put out feelers at Washington—though none has yet made formal application—regarding the acceptability for registration of a trade-mark to be used by a selling agency which, while making sales on commission, would not be merely an intermediary for the forwarding of orders after the fashion of the sales agency above cited. The Examiner of Trade-Marks tells PRINTERS' INK that this is a very close question and one on which he cannot pass until in possession of all the facts in a concrete case. He intimated, however that his initial instinct would be to admit to registration the trade-mark of such a sales organization, even though it be operating on a commission basis.

Office Conventions on Saturday

ELLIOTT-FISHER COMPANY
HARRISBURG, PA., Feb. 8, 1919.

Editor of PRINTERS' INK:

I was very much interested in the article on getting salesmen to work on Saturdays.

I believe that the suggestion to have salesmen assist the merchants is an excellent one for merchandise sold over the counter, but what I am particularly interested in is the problem of selling office appliances.

I have found that the best results are obtained from local office conventions held each Saturday morning, where all the salesmen are brought together and the manager reviews the work of the past week and plans are laid for the next week's activities.

At these local conventions the new salesmen have the best opportunity to obtain the best assistance and knowledge for use in selling.

I am deeply interested in this matter and will be very glad to hear from you further.

G. W. SPAHR,
Assistant to President.

St. Louis Preacher Advocates Church Advertising

SHONK WORKS
AMERICAN CAN COMPANY
ST. LOUIS OFFICE
ST. LOUIS, MO., Feb. 10, 1919.

Editor of PRINTERS' INK:

An article which appeared in a recent number of PRINTERS' INK, "Church of England Advertises," by Thomas Russell, was used by Rev. John S. Bunting in an address he made last Sunday night. He devoted about one-third of his address to this subject of newspaper advertising, using practically all the data given in your article and added to same the information that the Church of England was really more progressive in its advertising methods than the United States Government. The Church of England, on one hand, bought and paid for newspaper space, whereas, the United States Government counted on volunteer solicitors calling on individuals and firms, asking for money subscriptions in order to pay for Government advertising.

He also advocated that churches use modern methods of publicity, that in order to reach out and interest new people this was by far the most inexpensive method, that this could be done in a dignified manner and at the same time be attractive and very far-reaching.

The Episcopal Cathedral of this city is to hold its Centennial this November. Plans are being formed now to celebrate this in a fitting manner and Mr. Bunting suggested that this be made a basis for greater co-operation for all the Episcopal churches in this city and suggested that instead of each church running its individual advertisement in newspapers that they all join together and use a large advertisement under one common heading and in the body of the advertisement each church make its particular announcement. In other words, adopt the department store plan.

EDWARD MEAD.

Axelrod Back With New York "Globe"

Charles Axelrod, who has been associated with A. J. Kobler in the advertising department of the Hearst organization since December, 1917, will rejoin the advertising staff of the New York *Globe*, where he had been previously connected for five years.

Canadian City Advertises

The city of Hull, Canada, is undertaking an advertising campaign in the Dominion and the United States, with a view to interesting manufacturers in the town's industrial advantages. The advertising is in the hands of Norris Patterson, Limited, Toronto.

Harry B. Cohen, formerly of the copy staff of Lord & Thomas, Chicago, is now with the Victor C. Breyspraak Company, Chicago.

"Salada" Looks to Be Helped by Prohibition

Expects Largely Increased Sales

By Leonard Etherington

NOW that it is assured that national prohibition will be permanent and not merely temporary, it is certain that the millions of dollars that have hitherto yearly gone for intoxicating liquors will in large measure be spent on other things.

Business men, including many of the advertising fraternity, are giving this subject a great deal of serious consideration. How can their publicity be best directed, so as to corral some of this immense sum in channels in which they are most interested?

I asked P. C. Larkin, president of the Salada Tea Company, how the change in the habits of people is likely to affect the sale of tea and other beverages, and how his company is going to take advantage of the opportunity to increase its business.

"Of course," said Mr. Larkin, "we have given the subject a great deal of thought, as it is likely to affect our business vitally. Already the spread of prohibition in some of the States has resulted in a marked increase in the consumption of tea. According to the foreign trade record of the National City Bank of New York, the importations of tea show a decided increase. In the bank's letter occurs this significant statement: 'A marked increase in the importation of tea into the United States lends interest to the statement by the British tea-growers that world consumption of tea is now exceeding production, by reason of reduced consumption of alcoholic liquors in many countries of the world.'

"The bank's figures," Mr. Larkin continued, "show importations of tea into the United States in 1918 of 151,000,000 pounds, against 103,000,000 pounds

in 1909, which was the previous high record. The fact is that prohibition is so increasing the consumption of tea that the world's demand must far exceed any possible production for some years to come.

"Now, as the gain in the importation and use of tea has already been so marked, it seems to me that it will show far more significant jumps when prohibition is in force all over this country. And if the trend toward prohibition has so favorably affected the use of tea in this country, it surely stands to reason that other beverages have felt the influence of the trend just as much.

BELIEVE BUSINESS HOUSES MAY
ADOPT AFTERNOON TEA

"The English are known as a nation of tea-drinkers. We believe that the United States will in years to come follow suit. People drink largely because they feel the need of exhilaration and stimulus. Not being able to get intoxicating liquors, many people will turn to tea, which is harmless. It is the general custom in England and other English-speaking countries to serve tea during the day in business houses. There is no reason why the custom should not be practiced in this country of serving tea or some other refreshing drink during the fag end of a business day, when one's vitality is low. It is a regular custom in our office and greatly enjoyed by all.

"Advertising men who have had charge of the publicity of beverages of all sorts would do well to take advantage of the opportunities offered to increase their sales by reason of the changes that prohibition is bound to bring.

Newark, New Jersey, An Integral Part of the Metropolitan District

Newark, New Jersey, in the heart of the metropolitan district, is connected by no less than five great railway systems offering commuting advantages to the metropolis.

Both from an industrial and residential standpoint, Newark and vicinity outrank in importance any other section within a ten-mile radius of New York City.

Commercially, the City of Newark ranks among the leading industrial centers of the United States, due to the development of its shipbuilding and other allied industries.

Newark's suburbs, embracing the Oranges, Montclair and other residential communities along the Lackawanna, are conceded to be among the most substantial in the entire metropolitan area.

This highly important shopping area comprising Newark and its suburbs, is dominated by the

Newark Evening News

In addition to thoroughly covering the City of Newark, the Evening News is daily distributed into over two hundred home communities suburban to Newark. Read by 83% of the English reading people of the city of Newark; 90% home delivered.

The Newark Evening News published during 1918

10,487,730 Lines

of paid advertising. This is a greater volume than that published by any daily (exclusive of Sunday edition) newspaper in New York City.

Our advertising and circulation records are open to all. We have but one rate card and that means exactly what it says.

Average Net Daily Circulation for 1918—92,232

EUGENE W. FARRELL,

Business and Advertising Manager,

Home Office: 215-217 Market Street, Newark, N. J.

O'MARA & ORMSREE, Inc.,
General Advertising Representatives
Brunswick Building, New York.
People's Gas Bldg., Chicago.

FRANK C. TAYLOR,
New York Representative.
Brunswick Bldg., 5th Ave. and 26th St.



VENUS PENCILS

THE old reliable stand-bys are now being utilized in the industries of peace. The pencil is the first tool used in the change. The long established famous VENUS Pencils always can be depended on for the most exacting work.

17 black degrees and 3 copying

The
largest
selling quality
Pencil
in the world



of all
stationers
and stores
throughout
the world

FREE Trial Samples on request.
Mention degrees desired.

American Lead Pencil Co.
205 Fifth Avenue, New York
and Clapton, London, Eng.

"It is only necessary to consult the soldiers coming from the hard-fought battlefields and the wet, sodden trenches of Europe, where they were given tea, steaming hot, by the Red Cross workers, to have them enlighten you on the subject. They will tell you how they came to long for tea and to look for it; how it stimulated, invigorated and refreshed them in body and mind."

In thus advising others to ride to prosperity on the wave of prohibition, Mr. Larkin is only taking his own medicine. The Salada Tea Company has always done a lot of advertising, and has built up a great tea business on this continent largely by means of advertising.

WHAT ADVERTISING ALREADY HAS DONE FOR SALADA

In speaking of this publicity Mr. Larkin said:

"Our headquarters are in Boston, where we had first introduced Salada in the United States. Yet Boston seemed hopeless as far as pushing our sales was concerned. So we opened our intensive campaign in that city, using all the daily newspapers. The result was gratifying. We have built up a vast business and incidentally solved our advertising problem. To-day we use newspapers exclusively. We work each territory very thoroughly.

"First we get proper distribution. Then we go into the newspapers in that territory and by means of our well known heavy type advertising sell the name Salada to the people we wish to reach. Soon most of the groceries have our name on their windows and invariably the result is that we make big sales.

"The growth of our business has been based on consistent advertising, backed by a meritorious article. How advertising has helped us may be gleaned from the fact that during our first year, 1892, we sold just 26,000 pounds of Salada teas as compared with our great sales to-day."

Foley Men Return from Service

Corporal F. D. Stahl, of the U. S. Marine Corps, who was stationed at Paris Island in the N. C. O. School, has returned to the staff of the Richard A. Foley Advertising Agency, Inc., Philadelphia. Spencer Clinton, who was attached to Headquarters at Camp Greene, N. C., is also back at his duties with the Foley company.

Alfred S. Hope, who left the Charles H. Fuller Company, Chicago, last summer after an association of fifteen years, to do actual shipbuilding work, is now with the Foley agency. In a week or two also Captain James D. Montgomery will return. He was wounded in France and is now recovering at Camp Dix Base Hospital.

Bartsch With American Bosch Magneto Corporation

Alfred H. Bartsch has been appointed general sales and advertising manager of the American Bosch Magneto Corporation. Up to a short time before this country entered the war, Mr. Bartsch was advertising manager of the Bosch Magneto Company for more than seven years.

The American Bosch Magneto Corporation, recently sold by the Alien Property Custodian, is now a 100 per cent American organization. After Custodian Palmer seized the old company in May, 1918, the plant was operated to supply the needs of various departments of the United States Government in the prosecution of the war.

Rex Wadman Incorporates Agency

Don T. Hastings, M. E., has become associated with Rex W. Wadman, New York, in the formation of Rex W. Wadman, Inc., Technical Advertising. The agency recently operated by Mr. Wadman has been merged into the new concern. The new organization will maintain offices in New York, Detroit and Chicago.

Mr. Hastings is an automotive engineer who has been associated with the Packard, Hupmobile and Empire automobile companies as engineer and later with Holley Bros. Carburetor Company in the same capacity.

Duntley Organizes Selling Company

W. O. Duntley, who retired some months ago as president of the Chicago Pneumatic Tool Company, has organized a new company, of which he is president and C. A. Duntley is vice-president. The new concern will be known as the Duntley-Dayton Company, having taken over the entire output of the Dayton Pneumatic Tool Company.



THERE IS
NO SUBSTITUTE
for

Punch

ADVERTISERS of high-class goods and service who use "PUNCH" so liberally have only one reason for so doing. IT PAYS!

"PUNCH" has an established reputation in Advertising as well as in literary circles, and THERE IS NO SUBSTITUTE FOR IT.

ROY V. SOMERVILLE
Advertisement Manager, "Punch"
20 Bouverie Street
London, Eng.

Technical Publicity Association Discusses Trade "Write-Ups"

Editors Tell Advertisers How to Break Into Print With Technical News Stories

RELATIONS between the advertiser and the editor of trade and technical publications were discussed at the meeting of the Technical Publicity Association, held at the Hotel Martinique, New York, February 13.

In suggesting editorial standards for writers of articles of a commercial nature, Floyd W. Parsons, editor of *Coal Age*, told his audience that if the advertiser desired to get into reading columns of a magazine he must do so by preparing articles of merit to the industry it covers and not by writing thinly disguised puffs for the product mentioned. News, announcements and reports of important mechanical construction make good copy, and the test of a commercial story should be made according to the following: It should be a finished literary product; it should avoid superlatives and exaggeration; it should be written simply from the point of view of the particular magazine reader; it should deal with some aspect of the subject that has not been covered before; it should not editorialize, but give a concise presentation of the facts and let the reader draw his own conclusions; it should preferably be written by the technical man and not by the advertising department.

"Advertisers can either elevate or deprave the business paper," said Mr. Parsons. "Straight advertising unmixed with reading matter nets the greatest returns to the manufacturer, but if the advertiser has a real message of significance to the industry, the editor will be glad to get it."

"The trade paper that its readers know is not influenced by the business department," said Vernon E. Carroll, "gets the respect and thoughtful attention of its clientele. The publication which stead-

fastly refuses to be guided by outside influences is the one of greatest assistance to its advertisers. The value of the advertising in any publication depends upon its reader interest and news value." Mr. Carroll is editor of the *Textile World Journal*. E. C. Beadle, of the Combustion Engineering Company, presented the advertiser's point of view. At the conclusion of the meeting considerable discussion was devoted to the Post Office Department's ruling in regard to publication of news items which must be classed as advertising.

THE "BUILD NOW" CAMPAIGN

At the same meeting W. C. Eckhardt explained the purpose of the newly organized Division of Public Works and Construction Development, through which the Department of Labor has commenced a drive to encourage prospective homebuilders to build now—instead of postponing operations until prices come down. Manufacturers will be urged to co-operate in the movement whether they are actually engaged in making building materials or not.

"Building is the pivotal industry of the nation," said Mr. Eckhardt. "Your business depends, directly or indirectly, upon the immediate resumption of activity in this industry. There is no need to tell you that building and construction activity puts money in the hands of all classes of people. Architects, contractors, laborers, building and supply manufacturers, etc., to begin with, and they in turn will give employment to the millions of men mustered out of the service and the munitions industry."

"At present, manufacturers are advertising to a blank market. They are trying to sell merchan-

Has Your Business a Foundation of Stone or Straw?

THE enduring success of a business is not determined by a quick stimulation of sales. Back of one or more successful sales campaigns may be unhealthy conditions that hold a menace for the future.

The public may have bought your products, but are the many uses and benefits of your goods fully understood? Have you interpreted your service to the public and made known the institutional character of your enterprise?

And the dealers! Have they been influenced to realize the many values of your products? Do they appreciate the service you render, and the aims and purposes of your business? Do they regard your house as a mere factory or as a business institution?

What of your salesmen and departmental employees? Have you aroused their loyalty to your business and their enthusiasm in their work? Have you made them feel the spirit and purposes of your enterprise?

Out in your factory are hundreds of workers. Their skill and energy contribute immeasurably to the success of your business. Are they contented with their working conditions? Are they interested in their tasks? Do they believe in your enterprise and its products? Do they believe in you? Are you allowing to smolder discontent that may some day flame up in a strike when your factory output is most needed?

The best way to achieve industrial solidarity is through direct appeal that develops faith and interest in your business and your products. Bring your public, dealers, salesmen and all employees into a community of interest with the heads of your enterprise.

This appeal should be made through educative effort in the form of advertising that interprets the aims and purposes.

Lawrence F. Abbott, President, The Outlook Company.—"I have just finished reading Mr. Orman's finely-written and absorbingly interesting article on the Chicago Tribune. Orman's intelligence, self-restraint and ideals, combined with an unusual power to express himself with dignity and yet with popular appeal, seem to me remarkable. It is a new kind of advertising."

Dr. Lyman Abbott, Editor, The Outlook.—"I have read your articles in our advertising department with great interest. I should not have supposed it possible to make an advertisement as interesting as you have made these. I was especially interested, owing to its dramatic quality, in the article on 'Fire: Its Terror and Folly.' I congratulate you on your success."

The late Hamilton Wright Mabie, long Literary Editor of The Outlook, wrote to Mr. Abbott: "I have been intending for several days to express to you my personal satisfaction in the appearance of the advertising pages of The Outlook. They seemed to me so attractive, so artistic, so entirely expressive of our ideal of journalism that I feel a sense of gratitude to Mr. Orman."

Frank C. Hoyt, Treasurer, The Outlook Company.—"Your spirit in working, your energy, your enthusiasm and your idealism have been a genuine inspiration to all of us in The Outlook office."

poses of your business, explains your service and emphasizes the benefits of your goods. Such advertising consists of human, readable statements explaining the main facts of your business, which may appear in booklets, house organs, catalogues, or as advertisements in periodicals and newspapers.

Nothing is more needed during this period of economic readjustment than such enlightening explanations of the actualities of business enterprise.

During the last eight years, I have written many such advertising articles for the purposes enumerated above, and in every case the advertiser has reported his entire satisfaction with the response thereto. Reprints of such advertisements distributed have passed the two-million mark. They have been used as practical selling publicity, in addition to the other purposes named, and have been distributed at motor shows, trade expositions, and by salesmen and dealers as follow-up matter.

Some of the advertisers that have used such advertising articles of mine extensively are: The Hupp Motor Car Corporation, General Fire Extinguisher Co., The Chicago Tribune, Southern Pacific Railroad Co. (two), Prudential Insurance Co., Sperry & Hutchinson Co., United Fruit Co., Paige-Detroit Motor Car Co., Kranich & Bach Piano Co., Postal Life Insurance Co., Republic Motor Truck Co., Chalmers Motor Co., and the White Motor Company.

I go into an organization, study its needs, and prepare special publicity that will meet vital needs of the business and act as a vigorous stimulus to general sales advertising. I work in co-operation with advertising agents and business organizations generally.

Many such articles were written while I was on the staff of The Outlook. The following comments are self-explanatory:

FELIX ORMAN
INSTITUTIONAL
ADVERTISING



TELEPHONE MURRAY HILL 6027

Make the public admire and appreciate your business

Business literature for all constructive purposes—Story-advertisements—Advertising Sum-Ups—General advertising follow-up systems—Booklets, pamphlets—House organs, special appeals—Scenarios for dramatic industrial motion pictures—Business education—Industrial research and promotion—Special work in the field of labor—Social surveys in business.

ASTOR TRUST BUILDING
FIFTH AVENUE AT
FORTY-SECOND ST.
NEW YORK CITY

The Dailies that put the
NEWS IN NEWSPAPERS

CHESTER, PA.

including Delaware County, is the wealthiest district, comparatively, on the

EASTERN COAST

The most effective, economical and productive medium to sell this buying mass is the

Chester Times and The Morning Republican

Cover Delaware County like a blanket.

WANTED—

*Copy Director for
Mid-Western Agency*

WELL known agency doing national business needs copy manager to do important planning and writing himself, and to direct and oversee work of other writers on large and small accounts. Must be seasoned copy man, prolific writer, systematizer, versatile, steady and of habits that keep one mentally alert; above all must realize importance of supporting work of outside men.

Write fully, outlining experience of entire career. Also state salary desired and give references. All applications treated in absolute confidence—no reference consulted until after interview. A future for right man. Address "C. D." Box 61, Printers' Ink.

dise when there is no demand. It is the job of every American industry to help recreate the market, and overcome the timidity of the public about high costs."

No paid space will be used, but editors are urged to use press editorials, suggestions for which are given in a pamphlet. National advertisers are also requested to insert in their copy slogans with the headline in bold letters, "Build Now." "Set your money to work building a home of your own." "Own a home for your children's sake," and "Construction adds to the permanent wealth of the country and the individual" are samples of the appeal that will be made.

At the conclusion of Mr. Eckhardt's presentation a committee consisting of Robert C. Beadle, chairman; J. J. Rockwell, and Carl Schuman was appointed to co-operate with the Government, representing the Technical Publicity Association.

Zenas W. Carter With New Manufacturers' Association

Zenas W. Carter, for some time Commissioner of the Associated Metal Lath Manufacturers, has been placed in charge of the promotion and sales development work of the newly organized Material Handling Machinery Manufacturers' Association of the United States. He will enter upon his new duties March 1.

Among the companies interested in the new association are the Otis Elevator Company, Manning, Maxwell & Moore, Wellman Seaver Morgan Company, Sprague Division of the General Electric Company, Elwell-Parker Electric Company and the Shepard Electric Crane & Hoist Company.

New Firestone Advertising Manager

Justin R. Weddell has been appointed advertising manager of the Firestone Tire & Rubber Company, Akron, Ohio. Mr. Weddell was formerly sales manager of the Corday & Gross Company, Cleveland, and prior to that, was in charge of the Cleveland office of the Barnes-Crosby Company, Chicago.

M. L. Mathews Out of Navy

M. L. Mathews has returned as president of the R. A. Mathews Advertising Corporation, Chicago, having been discharged from the Navy.

Ambitious Plans for Brewers' New Soft Drink

"Fifty-fifty" Is Its Name and Forty Brewing Companies Will Make It on a Royalty Basis—Adolph Liebmann the president of New Corporation—Heavy Advertising Coming

ONE of the most notable of recent developments in the soft drink industry is the organization of the Fifty-Fifty Corporation, composed of about forty brewing companies scattered all over the United States. Adolph Liebmann, of Liebmann Sons' Brewing Company, New York, is president of the corporation, and Harry Balfe, president of the Austin Nichols & Co., is vice-president. Herbert J. Meyer, of the Meyer & Carmody Import Co., one of the organizers, is in charge of the appointment of distributors.

The new corporation will place on the market a new cereal drink, known as Fifty-Fifty, the formula for which has been worked out through a long series of laboratory tests. Each one of the affiliated breweries will manufacture the product for distribution in its own territory on a license or royalty basis. An extensive advertising campaign, covering the entire country, conducted by Frank Seaman, Inc., will shortly be launched, the object of which is to introduce Fifty-Fifty to the general public. An announcement designed to reach distributors has already been published in the New York newspapers.

Mr. Meyer in speaking to a representative of **PRINTERS' INK** about the enterprise said:

"Heretofore the naturally distributed cereal drink industry has not been profitable because of the high cost of transportation and the losses on empty bottles. These two items of expense will be reduced to a minimum under our plan. Fifty-Fifty, which we describe as 'half food and half drink,' will be made and marketed in the several territories where it



"When Seconds Count"

**Catalogs Broadsides
Folders Circulars**

When you want them—right—right away—at the right price. Then write, wire or phone

Kenfield-Leach Company
"Good Printing Quick!"

610 Federal Street, Chicago

Rely on K-L Service—as many of the largest national advertisers are doing

No. 7 of a series



Ideas Build Banks and—

The Northwestern Banker diffuses ideas every month over six prosperous Northwestern states—Iowa, Minnesota, Nebraska, Montana, North and South Dakota. Let it tell your story.

The Northwestern Banker

Clifford De Puy, Publisher
Crocker Bldg., Des Moines, Iowa.

I. D. Kepple, cashier, Brandon Savings Bank, Brandon, S. D., says: "I read The Northwestern Banker because I get my money's worth out of it. It is an investment where legal rates are forthcoming."

WANTED

Four Young Men Who Believe They Can Learn to Sell Advertising

The publisher of a leading magazine (not a trade paper) wants four young men who are basically qualified to become the highest type of advertising salesmen.

The work at the start will be on the classified staff, selling space to New York shops. In this work a man should learn the principles of advertising and selling and he will be paid a salary sufficient to live upon.

It has been our policy for years to use this department in training salesmen to fill vacancies on our display staff as they occur.

Young men (21-23) of the highest type in appearance and personality, men who are possibly just out of college, or those who have had, at least, a general high school education and whose business experience up to the present has been of a broadening nature, are invited to reply.

Write us fully of what you have done, and why you think you would be a successful salesman of advertising space. "A. M.," Box 58, Printers' Ink.

WANTED

Automotive Advertising Salesman

Trade paper publisher in automotive field has an excellent opening for high grade successful salesman for New England and New York. Salary and travelling expenses. Give full particulars in first letter, including minimum salary to start.

Address, "G. F." Box 59, Care Printers' Ink

is to be consumed. The breweries, and the wholesale distributors, of whom fifty have already been appointed, will be able to blanket the country with this sales force consisting of approximately 20,000 men. The corporation will carry on a very thorough campaign of advertising in the various mediums for the benefit of all. There is no doubt in our own minds that an enormous demand for cereal and other soft drinks will be created as the result of prohibition."

Preparing to Advertise Walnut Lumber

The American Walnut Manufacturers' Association, which maintains headquarters in Washington, D. C., is planning on an advertising campaign for walnut lumber. The Crosby-Chicago agency will handle the account.

"The effort during the war," writes Geo. N. Lamb, secretary of the association, "to get a sufficient amount of walnut to meet the Government's needs for gun-stocks and airplane propeller blades revealed the fact that a continued supply of walnut logs can be obtained by picking up scattered timber. While walnut is now scarcely produced from the regular timber operations, it has been produced for the last several years at the rate of a hundred million feet per annum from scattered or wood-lot timber. In the past walnut was put out of the running largely because everyone thought it gone or nearly gone. Just before the war it had come back in favor for furniture and interior finishing, but since 1914 the war demands have restricted its use for commercial purposes. After this country got into the war walnut was a Government-controlled wood. Walnut, as you perhaps know, is a superior cabinet wood and was found by the Government tests to be the perfect wood for propellers and gun-stocks.

"The walnut interests, having found that walnut is obtainable in sufficient quantities and having the highest stamp of perfection on it as a cabinet wood, feel that these facts should be brought to the attention of the public."

Represent Brisbane Papers

The Washington, D. C., *Times* and the Milwaukee *Wisconsin-News* have appointed I. A. Klein, New York, to represent them in the foreign advertising field in the East and G. Logan Payne, Chicago, in the West.

Secures Kokomo Rubber Account

The Kokomo Rubber Company, Kokomo, Ind., has placed its advertising account with the Brearley-Hamilton Company, Grand Rapids, Mich.

A lighter, better paper for catalogues—

one that reduces mailing costs
and increases printing results

FEATHERCOAT

The super-light enameled book paper for half-tone and color printing

Made in 25 x 38—46 lbs. and 25 x 38
—37 lbs. Before placing your next
paper order, let us make up a
dummy for you of Feathercoat

BERMINGHAM & PROSSER COMPANY
Chicago Kalamazoo New York

MODERN FARMING



The LOUISIANA-
MISSISSIPPI
FARM PAPER

Government data shows the following
crop increases in these two States the
past several years:

Louisiana	Mississippi
1916—\$167,820,350	1916—\$164,041,000
1917—\$259,807,680	1917—\$312,634,280
1918—\$268,023,154	1918—\$337,360,719

(Livestock Sales and Values not included)

Published
semi-monthly
at
210 Camp St.
New Orleans,
La.

G. E. NESOM
Editor

A. B. GILMORE
Publisher

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Offset Papers

That Work

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We were the pioneers in producing papers for color printing on the offset press

These papers were perfected with the co-operation of lithographers as the offset process was developed, and they became and remain the standard papers for offset color printing.

CLARKE & COMPANY

225 FIFTH AVENUE
NEW YORK



**A new out-door
Metal sign, that is an
electric sign at night,
for your live dealers.**

This is a printed sign made entirely of metal without any glass, by our patented process developed during the war. A wonderfully clever invention. Requires four to six 25-watt lamps for illumination. The effect produced at night resembles regular electric signs with hundreds of tiny bulbs. No adjustment necessary, absolutely fool-proof. Made in small sizes only. 30 in. by 40 in. largest size. Sold in quantities of 50 and upward.

Willard Storage Battery Co., Cleveland, says:—"At last we have found an electric sign which we can heartily recommend to Willard Service Stations."

For information write to

THE ELWOOD MYERS COMPANY - Springfield, Ohio
Electric Sign Dept.

Sustains Goodyear in Protecting Dealers

Judge Hand Sustains Demurrer of Defendant Companies in Action Brought by Dealer Under the Sherman and the Clayton Acts—Cites Cream of Wheat and Colgate Cases

IN the U. S. District Court, Southern District of New York, Judge Augustus N. Hand last month handed down a decision in the price-cutting case brought by Harold P. Baran against the Goodyear Tire & Rubber Company and the Goodyear Tire & Rubber Company, Inc., of New York. The plaintiff, a dealer in automobile tires, sought damages under the Sherman Act and under the Clayton Act because the defendants attempted to prevent price cutting by refusing to sell to dealers who did not maintain the suggested prices. The defendants questioned the sufficiency of each cause of action by demurrer and Judge Hand sustained the demurrer.

In the course of his decision, he said:

"The enforcement of the Sherman Act if that act were read literally would reach nearly every commercial enterprise. To understand the act at all we must view it in the light of the decisions. There is no decision of an appellate court construing the Sherman Act to which I have been referred that prevents a single trader from rejecting a customer because he did not like the prices at which the customer resold, or otherwise disapproved of his mode of conduct. Nor does the fact that a single trader extends his policy of refusing to sell to any one of many customers who may cut prices impose any additional legal liability. It is impossible to see how a single person may choose one customer or reject one customer with impropriety and not separately select or reject a number of customers with equal freedom. The Circuit Court of

Photoplay Journal

(DON'T CONFUSE THE NAME)

The value of a publication is based largely on its standing with its readers. Photoplay Journal makes its appeal solely on its contents and *more than 35,000* copies are sold at the news-stands on that basis every month.

Published in Philadelphia by CENTRAL PRESS PUBLISHING COMPANY, 1315 Cherry St.

Represented in the East by S. M. GOLDBERG, 303 Fifth Ave., N. Y.

Represented in the West by JOHN A. TENNEY, Morton Bldg., Chicago.

Advertising Opportunity

A growing advertising agency in New York City has an opening for a young man with selling ability who wants to make his mark in advertising. His work will be to follow up leads given him and develop new ones on his own initiative. He will have the record of results obtained for other clients to use as selling material and will have ample assistance in closing by the principals of the agency.

A splendid opportunity for a good salesman with ideas, who is an analyst and gives promise of being able to develop business. It may be that a bright college man of good address will just fill our needs. Salary will be commensurate with the results produced. State all facts in your first letter. All answers held confidential. "D.P.," Box 62, Printers' Ink.

Technical Copy Writer

accustomed to preparation of copy for machinery and metal products. Good technique, also ability to seize the applied sales point. Position offers opportunities for advancement and salary question can be settled satisfactorily. Address "C. L." Box 63, care of PRINTERS' INK.

Checking Up On Dealers

Are you getting full returns in use of advertising helps, electros, etc. that you furnish to dealers. Press clipping service will help you find out. National or sectional fields covered.

CENTRAL PRESS CLIPPING SERVICE
Suite 1109 K. of P. Bldg., Indianapolis, Ind.

What Does R. D. S. Say?

When you want the latest figures on some marketing or advertising or sales subject, have you The Richey Data Service ready to supply you? Established with good advertising men all over the country. Ask for the latest R. D. S. bulletin—free.

THE RICHEY DATA SERVICE
401-11 Meridian Life Bldg., Indianapolis, Ind.



**copy men &
advertising
managers &
the
Howell Cuts**
will interest you

write for proofs—right now!
363 Fifth Avenue • New York

Appeals for this circuit seems to have held that this may be done, in the case of *Great Atlantic & Pacific Tea Co. v. Cream of Wheat Co.*, 227 Fed. 46. Judge Waddill has recently passed upon this precise point on demurrer to an indictment under the Sherman Act in the decision of *United States v. Colgate Co.* . . . The first cause of action presents no facts showing a violation of the Sherman Act and the demurrer to it must be sustained."

Referring to the second cause of action brought under the Clayton Act, Judge Hand said:

"There is nothing in the complaint to show how the alleged discrimination might substantially lessen competition and it certainly could not tend to create a monopoly. Every manufacturer holds a monopoly in the goods of his own manufacture, but there is no allegation that the defendants have a monopoly in any line of commerce to use the term of the Clayton Act. Manufacturers of automobiles ordinarily would buy tires in much larger quantities than dealers and consequently the defendants could generally afford to sell to such manufacturers at a lower price than to dealers. The manufacturers sell to dealers, and the latter to the consumer. There is apparently no competition between the manufacturers of tires and the dealers, nor is it alleged that any exists. The differentiation in price would not therefore substantially lessen competition. If such would be the effect it must be set forth in some discernible way and not in the mere language of the statute. There is no unreasonable arrangement set forth nor is it made apparent how competition may be substantially lessened or how the defendants were doing more than to select their own customers in bona fide transactions and not in restraint of trade. More than mere sweeping conclusions in the language of the statute should be alleged to subvert parties to trial.

I can see no basis for the second cause of action."

Pretty Conclusive, Isn't It?

The most convincing proof of the excellence of Trichromatic plates are these three simple facts:

Two years ago we tripled our capacity. This year we must again largely increase it. Not alone *new* customers, *but more and more work from old customers* caused this remarkable growth.

THE TRICHROMATIC ENGRAVING CO.
461 Eighth Avenue . . . New York City
J. H. Tryon C. A. Grotz

SIGNS that make Sales

Constant reminders that lighten the work of the salesman — working in rain and shine to swell the profits.

Advertising Agencies and Advertisers will do well to bring their sign problems to our conference table.



Lithographed and Printed Metal Signs.

Embossed Metal and Porcelain Enameled Iron Signs.

Folded Edge Fibre, Cloth and Wood Signs.

Counter and Window Displays, Framed Bulletins.

L. D. Nelke - Signs - New York - Inc.

Established 1861

**20 East 27th Street
New York N. Y.**

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: 833 Peoples Gas Building, 122 South Michigan Boulevard, KIRK TAYLOR, Manager. Telephone, Harrison 1706-1707.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., Geo. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

London Office: 16 Regent Street, S.W., G. W. KETTLE, Manager.

Paris Office: 31bis Faubourg Montmartre, JEAN H. FULGERAS, Manager.

Issued every Thursday. Subscription price, three dollars a year, \$1.50 for six months. Ten cents a copy.

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Advertising rates: Page, \$90; half page, \$45; quarter page, \$22.50; one inch, minimum \$7. Classified 50 cents a line-net. Minimum order \$2.50.

JOHN IRVING ROMER, Editor
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NEW YORK, FEBRUARY 20, 1919

Territorial Trade-Marks The recent decision of the Supreme Court in the case of the United Drug Company vs. the Theodore Rectanus Company may clear up some of the confusion that has existed regarding the territorial limits that may be placed on trade-marks.

It at least definitely establishes that the owner of a mark cannot monopolize with it a market in which he is making no attempt to operate. Ordinarily, of course, prior appropriation of a mark, even though it is only territorially used, settles the question. "But," to use the language of the Court, "where two parties independently are employing the same mark upon goods of the same class, but in

separate markets wholly remote the one from the other, the question of prior appropriation is legally insignificant, unless at least it appear that the second adopter has selected the mark with some design inimical to the interests of the first user."

This case has been trailing through the courts for some time. The decisions of the lower courts left the question in such unsatisfactory shape that a number of well-known advertisers joined with the United Drug Company in petitioning in Supreme Court to review the litigation. Readers of PRINTERS' INK will recall that the essential facts in the case are: About 1877, Ellen M. Regis, of Haverhill, Mass., began to make and to distribute in a small way a preparation for dyspepsia, to which she applied the name "Rex," derived from her surname. She recorded the word as a trade-mark in Massachusetts in 1898 and registered it in the United States Patent Office in 1900. Later the business and the mark were purchased by the United Drug Company.

Meanwhile, about the year 1883, Theodore Rectanus, a druggist of Louisville, Ky., employed the word "Rex" as a trade-mark for a blood purifier, being ignorant of the prior adoption in Massachusetts. In 1912, when the United Drug placed Rex Tablets on sale in Louisville there came the clash of interests which has been in the Courts off and on ever since.

In handing down the opinion, Mr. Justice Pitney holds that the business of Mrs. Regis and her firm prior to the time that the United took it over in 1911 was confined to New England and that there was nothing to give her any rights in Kentucky. Registration could not enlarge the rights that Mrs. Regis or her successor had under the common law. The decision declares that a trade-mark, unlike a statutory copyright or a patent does not give any rights in gross or at large. There is, of course, no property in a trade-mark itself. "The right to a particular mark grows out

of it use, not its mere adoption."

The principle that a trade-mark has value only when used is well known, but that this value may be legally recognizable in case of conflict only within the confines of the distinct market where it is used, is a doctrine that is not so familiar. A similar principle came up in the famous "Tea Rose case," but that decision still left much confusion as to the status of territorial trade-marks.

Whether or not advertising of a trade-mark in a market where there is no distribution, and is not likely to be any for years, would establish priority in that market, in case of a territorial clash with a similar mark, is a point that still remains undecided. It is very likely though that advertising in such a case would be accepted as a sign that the manufacturer had entered that market, even though his product did not follow immediately.

It is a fact that advertising always helps to prove prior use. But what is even more important, the advertising of a mark, especially in trade circles, warns the innocent infringer to keep his hands off. And it is only the unconscious infringer or imitator that is to be feared in these territorial cases. Those who adopt similar marks with "inimical design" have no legal rights.

The safest plan for any manufacturer when he adopts a new mark is to announce conspicuously the fact to all the trade throughout the country. This will put him on record and perhaps be the means of forestalling no end of trouble later on.

Chance for the Health Appeal

Never before has there been such a legitimate opportunity for advertisers to sound a conservative health note in their copy.

During the last five months, literally millions of persons in this country have been seriously ill. A very large percentage of them are still convalescing. Influenza victims, especially, are finding the recovery of their

health a very slow and tedious process. To them, getting back their old grip on life is now the most important thing in the world. Naturally, they are interested in anything that promises to help them accomplish it.

Doctors are telling these people that medicine has done all that it can do for them, and that to regain their strength, they must patronize Mother Nature. They are being advised to take things easy, to get out of doors all they possibly can, and for the time being to make playing the chief business of life. "Lost health," they are told, "is to be found only by working up a keen appetite in the open spaces."

And this advice is going to be heeded. For the person who has been close to death appreciates life as a person who has always been well never can. Obviously, these people have an entirely new set of interests. They are going to eat different foods, to seek new kinds of recreation, and in fact to alter considerably their methods of living. As never before, they are going to be interested in anything that pertains to the out-of-doors. They will find a new and vastly more personal appeal in motoring, swimming, canoeing, golfing, camping, hunting, sight-seeing, touring, and in everything that adds zest to life and builds vitality.

The advertisers of sporting goods, outdoor equipment, food, clothing and all such accessories of vigorous living, will find a quickened market among these health zealots. To appeal to them is not to capitalize the misfortune of others. Quite the contrary is true. These people are frankly enthusiastic about their new living schedule and will be appreciative of any suggestions that may enable them to carry it out more effectively. If their product can be of any help, advertisers need have no hesitancy in offering it.

And neither is the market confined to convalescents. The epidemic has quickened the health consciousness of the nation. It

has made countless thousands appreciate the priceless value of abounding health and has made them resolve to preserve it, cost what it may in time, effort or money. Then, too, the strain of the war being over, people generally, especially those who have borne the heaviest responsibilities, will relax and recreate this summer as they have not done in several years.

Obviously, there is a chance for all kinds of advertisers to tie up their selling appeal with this situation.

**Advertising
American
Machine-
made Over
Foreign
Hand-made**

The war, which has turned topsy-turvy so many of our notions, may yet prove to have upset some of our cherished beliefs about the relative merits of machine-made goods, and products turned out by hand. We were all surprised to find that it was possible through intelligent factory methods, to make by the hundred thousand or the million objects of the most delicate and intricate character—timing devices, etc.—which, in the old days, we would certainly have said required the long-continued personal attention of a skilled artisan working all alone and with his two hands.

We were reminded of this fact the other day, by the current advertising of the Waltham Watch Company. As everybody knows, the tradition has been for generations that the finest watches in the world are those produced by the Swiss handicrafters, working with astonishingly few tools, but with a knowledge of the business and a technique which in many cases has been handed down from father to son for a dozen generations.

The Waltham company takes the bull squarely by the horns and tells why a Waltham watch is apt to have a better main-spring than a foreign timepiece. "The Waltham Watch Company," the copy says, "produces fourteen tons of main-springs every year.

It is the largest main-spring maker in the world. The Waltham main-spring is cut from long rolls of steel of uniform and special quality, then tempered in resilient form by a secret process, and is placed in the watch coiled into a hardened and tempered steel barrel. This is exclusively a Waltham practice.

"The foreign main-spring is not only cut in short lengths, but hardened and tempered in short lengths—therefore, every foreign main-spring is an individual spring of uncertain temper, making the watch a liability.

"The foreign maker of watch movements buys his springs in the open market. That is one reason why the imported watch gives such varying service. An inferior main-spring means an inferior watch—no matter how much you pay for it."

All of which sounds like good sense, and causes one to wonder (patting his American-made watch complacently in the meantime) how it happens that such a bully good argument has never been brought to his attention before!

There is a great deal of rank superstition about the comparative merits of American made and foreign made goods. Very few American advertisers have ever dared, as Waltham is militantly doing, to explode those superstitions. Perhaps our advertisers think the foreign made, allegedly hand made goods, are not strongly advertised here. Let them visit the Fifth Avenue shops in New York, and others like them in other cities. In many of these shops, and in their advertising copy, the foreign made brands are constantly stressed. Salesmen and saleswomen shrug their shoulders at the suggestion that perhaps American goods compare favorably with those from France, or Switzerland or England.

Waltham's example is a good one.

The Troy Wagon Works Company, Troy, Ohio, has placed its advertising account with the Federal Advertising Agency, New York.



C. E. Walberg

Recently with the Committee on Public Information, upon his return from Europe, resumes his connection with our company in the capacity of Sales Manager of our New York organization... This addition places our New York organization on a par with our Chicago office in copy, art, service planning and merchandising...

NEW YORK
50 Madison Ave.

WASHINGTON, D. C.
610 Riggs Bldg.

CHICAGO
104 S. Michigan Ave.



Wm. H. Rankin Company

Charter Members American Association
of Advertising Agencies

WILLIAM H. RANKIN, *President*

WILBUR D. NESBIT, *1st Vice-President*

H. A. GROTH, *Secretary and Treasurer*

ROBERT E. RINEHART, *2nd Vice-President*

**WRITING IS EASY**

Writing is easy—when you know how. So is doing the Dutch reel backward.

My business is writing—advertising copy, catalogues, booklets, business stories of all kinds.

C. B. McCUAIG

144 STERLING AVENUE, BUFFALO, N. Y.

The Typographic Service Company

of New York, Inc., C. E. RUCKSTUHL, Pres

Engraving
Advertising Composition
Electrotyping

141 Madison Ave., New York

Telephone, 3620 Madison Square

PRODUCERS OF FINE PRINTING



393-399 Lafayette Street, New York
Telephones, Spring 6452-3-4-5

INSON LITHO INC
SPECIALIZING IN WINDOW
DISPLAY ADVERTISING

Complete Lithographed
Window Displays
Cut Outs, Hangers
Streamers, Posters
Counter Cards, Car
Cards, etc.

327 EAST 29TH STREET.
Tel. Murray Hill 5040 New York.

Send for Portfolio of Photographs

Secretary Glass Praises Work of Advertising Men

"It stands to reason," said Carter Glass, Secretary of the Treasury, in an address before the Advertising Club of New York last week, "that I believe in advertising, as I am the publisher of two newspapers—the Lynchburg, Va. *Daily News* and the *Daily Advance*. Moreover, I want to take this opportunity to express my appreciation of the work done by you and other advertising men in previous Liberty Loan campaigns. It was performed with the greatest skill and enthusiasm, and was characterized by a patriotism that was never excelled. While I do not pose as an advertising expert, I am called upon to pass judgment on various advertisements, and it has been gratifying to me to find that I am something of a critic and that my decisions have been upheld by my associates in Washington."

In briefly discussing the forthcoming Victory Loan Mr. Glass said: "The problem before us transcends any other that you have undertaken. You have, no doubt, observed the reactionary spirit that is at work throughout the country. It is contended that now that the war is over a different state of mind exists, and that for that reason the public will not respond as liberally as in the raising of other Liberty Loans. For my part I have an abiding faith in the patriotism of the people of this country, and believe they will put the loan across. In carrying on the work I shall rely upon you as one of the greatest factors. But for the commitment of the Government the guns of the enemy would not have ceased and brought peace to a suffering world. But for the fact that the Government did not stop to count the cost the crash of the enemy's artillery might still be heard and the hearts of mothers still be wrung with grief."

W. W. Everett Adds to Duties

W. W. Everett, who has been publicity manager for the *Shoe and Leather Reporter*, Boston, during the past year, has been made publicity manager for all the other Cutler publications, including the *Shoe Retailer*, *El Reporter Latino-Americano* and the *Reporter "Shoe and Leather Annual."*

Flowrite Inks Advertise

Flowrite Inks, manufactured by the United States Patent Ink Company, New York, are being advertised through the Tolins Company, also of New York. Car cards bear the explanatory phrase that this ink makes permanent record on paper and washes easily from hands or linen.

C. T. Keene, having been discharged from war service, has returned to his former position as advertising manager with the Calumet Baking Powder Company, Chicago.

"Electrotypes—Quick?"

Then it's **"Rapid Service"** you want. We can fill your Electrotypes orders, Promptly—Efficiently—whether you are located on the Atlantic seaboard or the Pacific Coast.

We make all kinds of Advertising Plates and Trade Cuts, including Stereotypes and Mats, Electros by the wax or Dr. Albert Lead Mold Process. Sole owners U. S. Letters Patent on Aluminotype.

The Rapid Electrotypes Company

W. H. KAUFMANN, President and General Manager

Largest Makers and Distributors of Advertising Plates in the World

New York

CINCINNATI

Chicago

REFERENCES:—Any five national advertisers you may think of. If you ask them, you will find that several of them already know what Rapid's Service means.

EXPORTERS and MANUFACTURERS

are advised to register their

TRADE MARKS

in foreign countries NOW to prevent dishonest parties registering and excluding entry of their branded goods in said countries. Address

MASON, FENWICK AND LAWRENCE

Foreign Trade Mark Attorneys

WASHINGTON

NEW YORK

CHICAGO

Established 1861

Population 65,000 Trading Centre for 100,000

Brockton, Massachusetts. The Great Shoe City filled with workers and winners. A Dry Town doing Big Business. Established 1880.

Brockton Daily Enterprise

16,000 Daily

Flat Commercial rate 50 cts. per inch

Afternoon Paper, Sells for 2 cents

Carries a page of want advertisements.



The Little Schoolmaster's Classroom

ALL members of the class in good and regular standing, will remember that for some years PRINTERS' INK has consistently maintained the value of display advertising for airing various political and social questions. It has always been our belief that on any question where the sentiment of the general public is a powerful factor in bringing about better conditions, the most sensible thing which can be done is for both sides to buy display advertising space, argue their respective claims, and thus fight the matter out in a sort of joint public debate. The criticism has been made of this policy, that frequently only one side of a dispute, particularly in industrial affairs, is thus presented to the public; to which the reply is, of course, that this is not a criticism of the theory, but of the unwise tactics of the other side in failing to use this most useful weapon of publicity.

* * *

The Schoolmaster was interested to see, when he opened his New York paper one day recently, that the International Ladies' Garment Workers' Union, through its New York headquarters, has at last seen the force of this argument. In a three-column 200-line advertisement, it printed a copy of a letter sent to the Dress & Waist Manufacturers' Association, in which a suggestion was made that a board of arbitration should decide the three points demanded by locals No. 10, 25 and 58 of the international union—namely, a reduction of the hours of work to forty-four per week, an increase of 15 per cent in wages, and permission for a representative of the union to visit the shops once a month in order to see whether the standards, previously agreed upon, are being maintained.

The letter recited something of the history of the protocol under

which the employees and the dress and waist manufacturers had operated for several years, and expressed the union's willingness to abide by either of two propositions: First, that the employers may discharge anyone they see fit for any reason, in which case the workers reserve the right to strike at any time; or second, that the latter agree to waive their right to strike if the employers will agree to limit their right of discharge.

Without attempting to discuss a controversy, of the merits of which the Schoolmaster knows nothing, he wishes to state that the labor union by coming out in an open and apparently candid manner, buying advertising space with which to state its side of the controversy, creates a far more favorable impression than it would by having two or three of its leaders "interviewed" by indifferent reporters, whose "stories" must pass muster with heartless city editors who "blue pencil" out the advertising punch.

It is interesting to note that there were three advertisements on that same page, all three of which were of the same type of controversial advertising, presenting one side of a disputed issue in which the public is interested. The second advertisement was by the Dairymen's League, which advertised continuously through its battle with the Milk Conference Board of Retailers (which also used advertising). The third advertisement was signed by the Association Opposed to National Prohibition and consisted of a statement that the advent of national prohibition would inevitably bring with it Bolshevism.

* * *

An advertiser's task is not by any means done when he has secured that coveted 90 or 95 per cent distribution. It is something to have a big majority of the dealers in his line stocking his

Their Purchases Were \$168,500,000 The Year Before The War

This is the amount which subscribers to METAL WORKER, PLUMBER AND STEAM FITTER paid manufacturers. Classified, the purchases were

Plumbing Goods and Accessories.....	\$59,000,000
Heating Equipment (Steam & Hot Water)	40,000,000
Furnaces & Stoves.....	18,000,000
Sheet Metal (Roofing & Products).....	50,000,000
Water Supply Systems and Pumps.....	1,500,000

These figures do not include purchases of machinery, tools, office equipment, etc., necessary to the conduct of their business.

Merchant-Contractor is the name applied to the men who own and operate the combination shops of the country. Generally speaking, these shops are located in the smaller cities and towns and do a contracting and merchandising business in plumbing, every type of heating, ventilation, roofing and sheet metal work.

METAL WORKER, PLUMBER AND STEAM FITTER is edited to meet, primarily, the needs of these men and covers not only their technical needs but also contains numerous articles on business building as applied to their problems.

68% of its circulation is in communities of 25,000 and under. The balance is in larger cities and includes jobbers and engineers.

Specific information regarding this field furnished at any time.

Metal Worker Plumber & Steam Fitter

243 West 39th Street

New York

Affiliated Publications in the Building Field:
THE AMERICAN ARCHITECT :: BUILDING AGE

All members of A. B. C.

MILL SUPPLIES

A Profitable A. B. C. Medium for
All Manufacturers of Mill, Mine and
Steam Supplies, Machinery and Tools,
Desiring to Increase Distribution
Through the More than 2,000 Jobbers
and Dealers in Their Line. Address

MILL SUPPLIES,

537 South Dearborn St., Chicago.

THE HOTEL BULLETIN

A monthly hotel magazine with
a national distribution.

Purchasing power of readers is
many millions.

Best producer in the hotel field,
Agency business solicited.

BEN. P. BRANHAM, Editor
951-957 Insurance Exch., Chicago

American Lumberman

Est. 1873.

CHICAGO, ILL.

National in circulation and editorial
policy. Weekly markets through paid
correspondents: largest circulation in
lumber field; distinctive retail fea-
ture "Realm of the Retailer" written
from the field. Adv. rates on request.

Office Appliances

*The one journal which covers
the field of office equipment*

Two hundred twenty-five manufacturers making
use of every issue. Send ten cents for sample
copy. The government requests that we do not
send it free.

417 So. Dearborn St., Chicago

Petroleum

Members
A. B. C.

Published in the Interest of Producers, Refiners
and Marketers of Petroleum Products
Carries in excess of 100% more advertising
than any other publication in its field
20 East Jackson Boulevard, Chicago
New York Office, 47 West 34th Street

BUILDING SUPPLY NEWS

The only Dealer Paper
in the Building Field.

Endorsed by National and
State Associations of Dealers

612 Federal St. Chicago

merchandise. But does it always
mean that these same merchants
are pushing his line? It does
not. And the Schoolmaster saw
an incident the other day that
drove home this fact pretty hard.
It is a little indoor sport known
among certain dealers as "buck-
ing the advertised lines."

The Schoolmaster was in a drug
store when a customer asked for
a bottle of a rather well known
toilet preparation. The druggist
put the bottle on the counter.
But he also reached up to the
shelves and brought down three
more bottles of other brands.
This aroused the customer's
curiosity and the druggist simply
said he wanted him to see three
other good brands of the same
article.

"Well," said the customer,
"which one would you take?"
and the druggist indicated a bot-
tle other than the one the cus-
tomer had chosen. "But," he
went on, "if I were you I'd take
the one you chose." "Why," was
the natural query "would you
take the one and advise me to
take the other?" "Because I have
confidence in this one. I have
used it and I know what's in it.
You evidently have confidence in
the other or you wouldn't ask for
it. So I'd take it if I were you."
"No," said the customer, "I guess
you ought to know; I'll take the
one you picked out."

Which of course meant more
money for the druggist than the
short-profit article the customer
originally had chosen. The
Schoolmaster thinks of this little
incident whenever he hears any-
one boasting about the afore-
mentioned 90 or 95 per cent dis-
tribution.

* * *

The Schoolmaster is greatly in-
terested in a trade folder put out
by a lacquer manufacturer of
Foochow, China, which has just
come into his hands. The copy
has to do with the old, old prob-
lems of establishing quality and
warning against imitators. Fac-
ing the Chinese text of the copy,
which, by the way, is enclosed in
an American Type Founders'

Company grape-leaf border, is an English translation which the Schoolmaster believes will prove as interesting to the Class as it has to him.

Under the display heading, "I, Cheng-Hee, am the eldest grandson of Shao—and the manufacturer of the best lacquer," the message runs as follows:

"Our lacquer ware was first manufactured in the Reign of Kien-Lun by our ancestor, Shao-An, and has a wide reputation spread over the globe. All the rights and the secrets of manufacture were accordingly handed down to the eldest son of every generation. It has been frequently selected by international exhibition as the best grade of lacquer.

"I, Cheng-Hee, the eldest grandson succeed to manufacture according to my ancestor's method. The goods are genuine and the price is true.

"Just now many shameless fellows are bent on preparing for sale counterfeit goods of like name hoping to confuse the eyes of the public for their own gain.

"In bestowing a patronage, please recognize our trade-mark as a guarantee and thus avoid mistake."

In the Schoolmaster's opinion this is a very creditable piece of copy indeed; he doubts if the average American advertising writer could do better in the same number of words, and, indeed, whether he would be able to get in quite as much of the prestige, the spirit of antiquity, and the atmosphere of quality as are present in this Chinese copy. It is short, simple and clear, and it certainly "sells" one on Cheng-Hee's lacquer! Which is about all it could be expected to do!

There is a candy establishment in a Western city that has created an ingenious plan of stimulating the sale of sweetstuffs as fitting gifts for Christmas, anniversaries and other festive occasions. Instead of presenting two or five pound boxes at a time when the recipient is probably deluged with

The gas industry is hungry for equipment and appliances to figure in its plans for the "readjustment period." You go straight to the buyers through the columns of

The GAS RECORD

"The Gas Man's Newspaper"

Semi-monthly

A. B. C.

CHICAGO

A. B. P.

Eastern Office: 51 E. 42d St.

Tel. Murray Hill 1081

BUILDINGS

and BUILDING MANAGEMENT

reaches the owners and managers of office buildings and apartment houses. These men buy the materials for both construction and maintenance. A rich field for advertisers.

139 N. Clark Street

Chicago

The Operative Miller

Published Monthly on the First

The Technical Journal of The Flour Milling Field

Reaches Flour, Feed and Cereal Millers, Mill Builders, Mill Supply Houses, and Machinery Manufacturers.

The Buyer in the Flour Mill

Is the Head Miller, or Mill Superintendent. All machinery and supplies are purchased upon his recommendation—a statement of fact easily verified.

THE OPERATIVE MILLER, for 18 years the official organ of The Fraternity of Operative Millers of America, has been published for the past 25 years in his interests. Circulates in every part of the U. S. and Canada. Subscription \$1.00 per year in advance. Advertising rates and further information upon request. Agency business solicited.

537 S. Dearborn St., Chicago, Ill.

OIL NEWS

The Only Semi-Monthly in the

OIL INDUSTRY

Shaw Publishing Company

14 East Jackson Blvd., Chicago

When you want information on college town merchandising or college paper advertising "ASK THE COLLEGIATE."

USA

Collegiate Special Advertising Agency, Inc.

503 Fifth Avenue, New York

Established 1913

ARE YOU A BUSY EXECUTIVE

looking for a pair of capable hands, a pair of keen eyes, an abundant capacity for hard work and a love of responsibility in the person of a secretary or assistant? If you are, I am the one you are looking for. I have had experience as stenographer, secretary, office manager and correspondent in advertising work for a period of about ten years. Have tact, good business judgment, initiative and a pleasing personality. Am quick to grasp and would be willing to start in new line and work my way up if necessary. Can furnish A-1 references as to character and ability. Employed now, but looking for larger opportunity. Address: "BUSINESS," Box 60, Printers' Ink.



LATIN-AMERICA

See page 101, January 16 issue, or page 61, January 30 issue of Printers' Ink, for full story regarding

EL COMERCIO

Circulation audited by A.B.C.
Send for sample copy, circular and advertising rates.

J. SHEPHERD CLARK CO.

BURNET L. CLARK
President and Manager
114 Liberty St., New York

More rated retail Department,
Dry Goods and General Mdse.
Stores are paid Subscribers to the
Merchants Trade Journal than
to any other trade publication.
A. B. C. Members.

MERCHANTS TRADE JOURNAL, Inc.

Des Moines, New York. Chicago
Indianapolis

like remembrances, one is urged to present a check or two signed with one's name and address which can be redeemed at any time by presentation at the firm's down-town store.

Further, these checks are put up ten in a convenient book and mailed to charge account customers. Checks are perforated and on the stub is space for date, to whom issued, and amount so the record can be tallied when the bill comes due. In this way, holiday shopping is simplified. The giver merely writes out a half dozen checks for his lady friends, slips them into tinted envelopes—and the deed is done.

Join Chicago Agency

Lieutenant Harold L. Brown is now associated with the John H. Cross, Inc., advertising agency, Chicago. He was former advertising manager of the Elmer Richards Company, of the same city. Another addition to the Cross staff is N. H. Burlingame, who was with the advertising department of the Baker-Vawter Company, Benton Harbor, Mich.

EDITING—

and production of
house organs by
specialists.

Get outline of what a
house magazine can
accomplish for you.

George Seton Thompson Co.
122 W. Polk St., Chicago, Ill.

Your
House
Organ

Woman Editor

On my staff is a young woman of unusual ability. Circumstances out of my control compel me to part with her. She is a university graduate, experienced in all branches of editorial work. She writes forcefully and handles executive routine most efficiently. Samples of her work are available. She prefers the east, but will go wherever a real opportunity appears.

Address "Assistant Editor,"
care of Printers' Ink, 833 Peoples Gas Bldg., Chicago.

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost fifty cents a line for each insertion. No order accepted for less than two dollars and fifty cents. Cash must accompany order. Forms close Monday noon preceding date of issue.

HELP WANTED

MAKE-UP MAN

For large export publication, one thoroughly experienced in this line. Position open immediately. State experience, age and salary desired. Box 606, care Printers' Ink.

WANTED—Young man with sales instinct to develop subscription sales of National Fashion Magazine through department store. Department store experience would be helpful though not essential. State age, experience, and present salary. Box 591, Printers' Ink.

Large Machinery export House needs a young man for preparing copy for export trade journals, and for compiling foreign circulars and catalogs. To be located in New York. Fine opportunity for right man. Give experience, salary expected and references in reply. Box 587, P. I.

WANTED

A thoroughly experienced advertising agency man who can plan and write good, sensible, advertising copy. Do not apply unless you are at least thirty-two years of age—prefer man between thirty-two and forty. Experience in advertising agency work absolutely necessary. Will pay any salary commensurate with experience and ability. Box 605, care of Printers' Ink.

WANTED—Versatile copy writer, who can write ads for department store or bank, for service department of middle western newspaper. Opportunity for advancement. Address Box 589, care of Printers' Ink.

Progressive Wisconsin advertising agency offers copy man with real ideas or salesman who can "produce," unusual opportunity to become identified with its active management. Agency man controlling a few good accounts preferred. Must have first class record and references and invest a few thousand dollars. Give confidential details in first letter. Box 588, Printers' Ink.

WANTED

Important technical magazine located in Chicago has opening for assistant to manager subscription department. Applicants must be experienced in this character of work and capable of handling correspondence with professional people. Opportunity for the right man to become head of department. Give full information, including present connection. Box 607, care Printers' Ink.

ADVERTISING DEPARTMENT

of
LARGE PUBLICATION
Desires the services of a
YOUNG WOMAN

MAKE UP DEPARTMENT.

One capable of handling cuts, copy to printer, entering contracts, &c.

POSITION PERMANENT.

State salary and experience; replies absolutely confidential. Only those who held similar position need apply.

ADDRESS "OPPORTUNITY,"
ROOM 2502, 110 W. 40th ST.,
New York City

MISCELLANEOUS

Photo Engraving plant doing a profitable business for sale in N. E. City. Well equipped plant and a growing business. A rare opportunity. Full particulars at personal interview. Box 608, P. I.

20¢ a Sheet Posts R.I.
FINELLED & PULVERISED SHEETS LISTED GUARANTEED SHOWING
ADDRESS UNION TRUST BLDG. PROVIDENCE, R. I.
Standish-Barnes Co.

FOR SALE—Complete bound file Advertising & Selling, Oct. 1915 to Jan. 1, 1919. Few miscellaneous copies prior to 1915. First check \$10 takes all. Noble T. Praigg, Occidental Bldg., Indianapolis, Ind.

Ph. Morton

OCEAN TO OCEAN DINCINNATI

CORRESPONDENTS—There is a steady demand for trained letter writers who know mail salesmanship, salaries \$35 to \$150 a week. Write for free copy magazine giving details of this new profession and how you can learn. **Mail Salesmanship Magazine**, Room 1234, 220 W. 42nd St., New York.



ADvantageous vertising

ALL WAYS
The Ackerman-Madison-Dowd Co.
 Toledo Chicago New York

POSITIONS WANTED

ADVERTISING SALESMAN

A real producer with a proven record at liberty March 1st. Age 35. Prefer eastern territory. Trade paper considered. Address J. B., 3932 Pine St., Philadelphia, Pa.

Crack Copy Writer. Very adaptable and imaginative. Considerable experience. **CREATOR** of plans and ideas with original turn. Quick grasp. Powerful samples. Prolific. Steady position or free lance work. Box 586, Printers' Ink.

EXPERIENCED advertising and sales executive seeks permanent position. Graduate engineer, analytical, practical. Four years present position—good reason for desiring change. Age 33. Married. Box 599, Printers' Ink.

Sales Executive who is well qualified to supervise and develop a sales force, to plan and administer office detail, to evolve and utilize publicity ideas, wants connection with manufacturer where a well-rounded-out experience will be of service and value. A tireless, enthusiastic, vigorous optimist, whose personality inspires co-operation and wins confidence in a way that produces results. If you have a proposition of real worth or one predestined to become a leader in its field, and sell profits together with the product, you can use me. Presently employed, manager of organization producing article household equipment, sold in better stores throughout America and nationally advertised. Can sever present connection on sixty days' notice. May I request the pleasure of an invitation for further information? Box 601, P. I.

WANTED—Position on newspaper or magazine staff in New York City. Experience. References. (Miss) F. M. Dietz, 2100 Stuart Avenue, Richmond, Virginia.

An experienced man qualified for the position of either Advertising Manager, Assistant Sales Manager or Office Manager, wants position with live concern. Box 594, care Printers' Ink.

Agencies or Manufacturers: Have you an opening for a young former newspaper man, able to write facts without trills, but requiring some advertising "education"? Salary moderate. Box 602, P. I.

COLLEGE TRAINED WOMAN

Executive Secretary in educational institution; remarkable memory for names, faces, details; excellent judge of men; desires commercial connection. Box 603, P. I.

Advertising Manager

My four years' experience as Asst. Advertising Manager of a large corporation, during which time I planned and created national magazine and newspaper campaigns, dealer service and helps, printed matter of all kinds and sales promotion ideas, is at the disposal of some manufacturer who is seeking an advertising manager of proven ability; yet young enough to be easily molded into the policy and organization. Forceful writer; know art-work, layouts, typography, reproduction methods. Age 26, married. Box 604, Printers' Ink.

Seasoned Advertising Team

Two men honorably discharged from army would like to edit house-organ, manage advertising department, supervise training of correspondents, prepare sales-letters, dealer-helps, etc., for a growing concern—New York preferred. One has had intensive training and broad experience as a writer of virile result-producing literature. Has a technical education. Former Advertising Manager of Automobile Company. Has had sales experience. The other has had ten years' newspaper experience. Was Managing Editor of New York morning paper when he enlisted. He is a humorous or serious writer and a capable cartoonist. These men have jointly edited, managed and financed one of the most interesting Camp Newspapers in United States. They prefer employment where they can work together, but either will be happy to give the history of his experience to those interested. Box 600, care Printers' Ink.

British Representative—one who knows the people from the inside, 20 years' experience. Would like to represent aggressive printing press manufacturer or specialty time-saving appliance for printers. Address "A.A.," Box 593, care of P. I.

EDITOR'S ASSISTANT

Young woman, well educated, 3 years' experience with publishing houses. Familiar with art work, layouts, copywriting, etc., desires position in editor's office or advertising agency. Box 595, Printers' Ink.

Here's a young man (30) just out of the Navy, who wants to start small and grow fast with an advertising agency or publisher in New York. Not a writer, but good at clerical detail and perhaps a potential salesman. Address "Sailor," Box 596, care of Printers' Ink.

COLLEGE MAN, 27 years old, several years' sales experience on leading general magazine, seeks position with high-class publication. Applicant is known to have ideas and is aggressive. Served with French and American forces overseas. Interview asked, no obligation. Box 598, Printers' Ink.

A YOUNG MAN WITH BRAINS WANTS TO BREAK INTO ADVERTISING. Four years' experience in paper business, both selling and executive. Possess college education, and university training in advertising. Am good copywriter, folks say. Box 592, Printers' Ink.

Situation Wanted

PRINTING MANAGER; established reputation; thorough printer in all branches; first-class proposition only; highest references. Address, Box 590 Printers' Ink.

Position Wanted by Sales Manager. In present position over 4½ years. Last 2½ years doubled the volume of sales. Nine years in previous connection. Eighteen years' total experience. Always on executive and sales work, handling both operatives and salesmen. Extensive acquaintance with large jobbing trade. Well known to dealers. Understands advertising—its production, possibilities, etc. Knows how to handle men to get best results. A producer. Desires to change because of limitations in present connection. Would prefer to handle a high-class line, selling to high-class trade. Also prefer connection where can participate in growth of profits, or sales due to own efforts. Will give full details about self, and references, including present and past connection. Manufacturers or others looking for a business-getter would do well to communicate with me. Box 597, Printers' Ink.

A Good Opening for the Right Man

Successful small organization in New York has a place for a man who has had experience writing and handling accounts in an advertising agency. Preferably one with newspaper training. Certainly one who knows what advertising is all about, and who can write easily and interestingly of the results of his investigations in the field, in such a manner as to be of interest to busy business men.

Our organization is one in which the family spirit is strongly developed. We therefore want a companionable person, who will appreciate being in close contact with the principals and who will accept in friendly spirit their coaching and occasional suggestions. The man we want has the initiative which would soon enable him to organize his own work and put him where he would require a minimum of supervision.

Salary—not under \$4,000 a year. Address, with complete data about yourself, which will be held in confidence, Box 609, Printers' Ink.

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we have a
personal
representa-
tive within
a few hours
ride of any
point in the
United States

Thos. Usack Co.

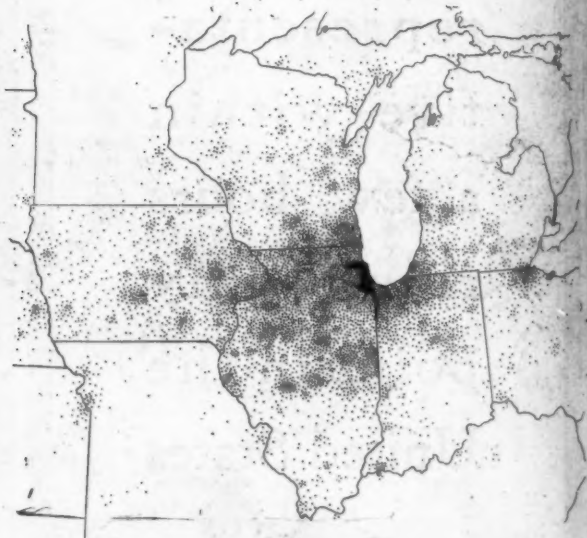
CHICAGO

NEW YORK

Largest Advertising Company in the World

Dominant Influence In Many States

Evidence submitted by Henry Ford in his million dollar suit against The Chicago Tribune proved conclusively that automobile advertisers have found it the *best national medium* in the Chicago territory—actually producing a big volume of sales throughout a large section of the nation as well as in the City of Chicago.



This map, in which each dot represents fifty (50) subscribers to The Chicago Sunday Tribune, shows why The Tribune was able to achieve the results testified under oath in the Ford suit.

The Chicago Tribune
THE WORLD'S GREATEST NEWSPAPER